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Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his masters degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University(1962-2018). He gave the definition of marketing mix.He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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