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9th edition, international edition, Mass Market Paperback, 789 pages Author(s): Philip Kotler

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Overview. Philip Kotler is Professor Emeritus of Marketing at the Kellogg School of Management, where he held the S.C. Johnson & Son Professorship of International Marketing. Kellogg was voted the "Best Business School" for six years in Business Week's survey of U.S. business schools. It is also rated as the "Best Business School for the Teaching of Marketing."

Philip Kotler - Faculty - Kellogg School of Management

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 master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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