

Philip Kotler



Biography

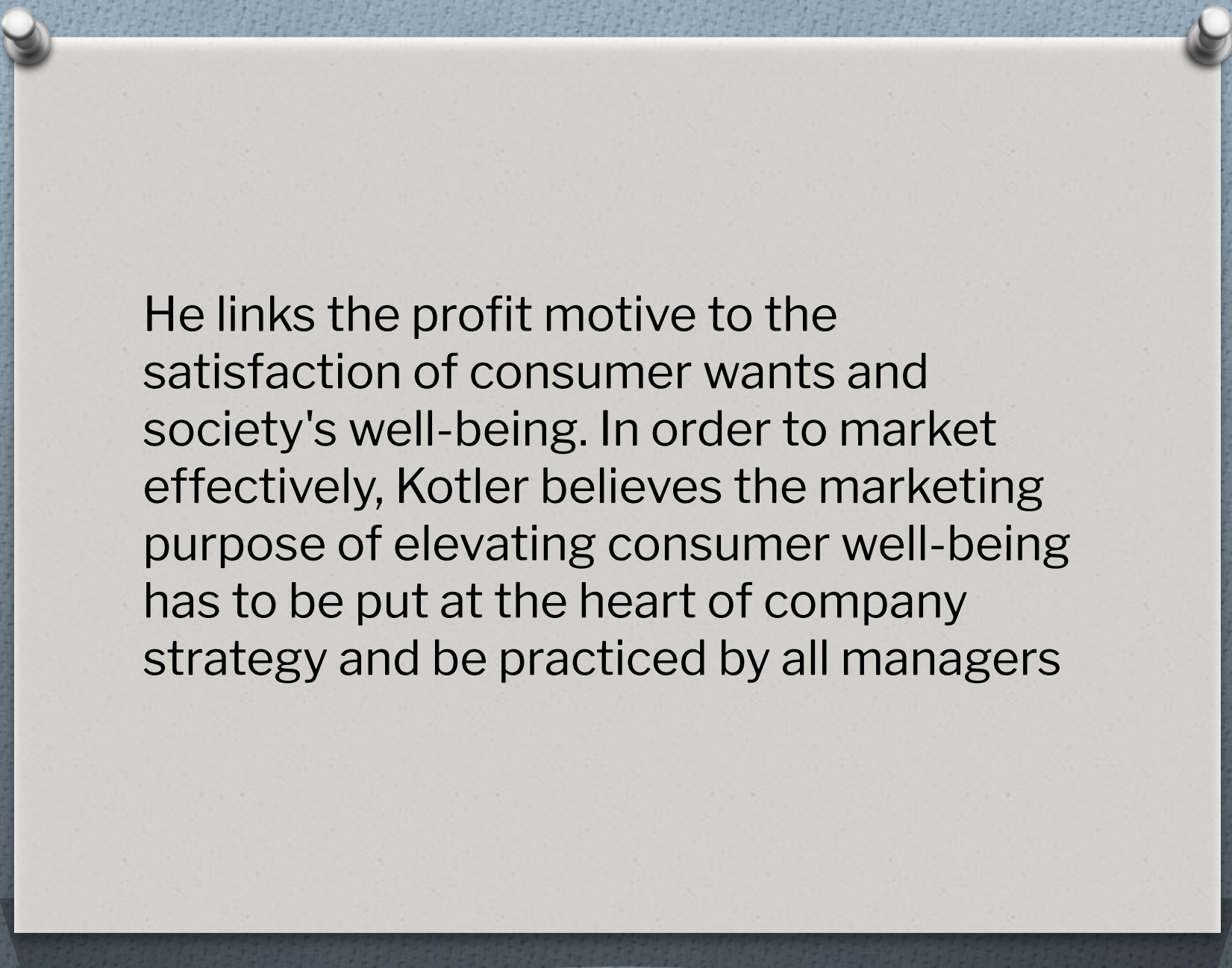
- 0 Philip Kotler was born on the 27th of May, 1931 in Chicago, Illinois
- 0 is an american marketing author, consultant, and professor; currently the S.C.Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University
- 0 He is the author of over 60 marketing books, including *Marketing Management*, *Principles of Marketing*, *Kotler on Marketing*, *Marketing Insights from A to Z*, *Marketing 4.0*, *Marketing Places*, *Marketing of Nations*, *Chaotics*, *Market Your Way to Growth*, *Winning Global Markets*, *Strategic Marketing for Health Care Organizations*, *Social Marketing*, *Up and Out of Poverty*, and *Winning at Innovation*.
- 0 *Kotler describes strategic marketing as serving as "the link between society's needs and its pattern of industrial response"*

Views about Marketing

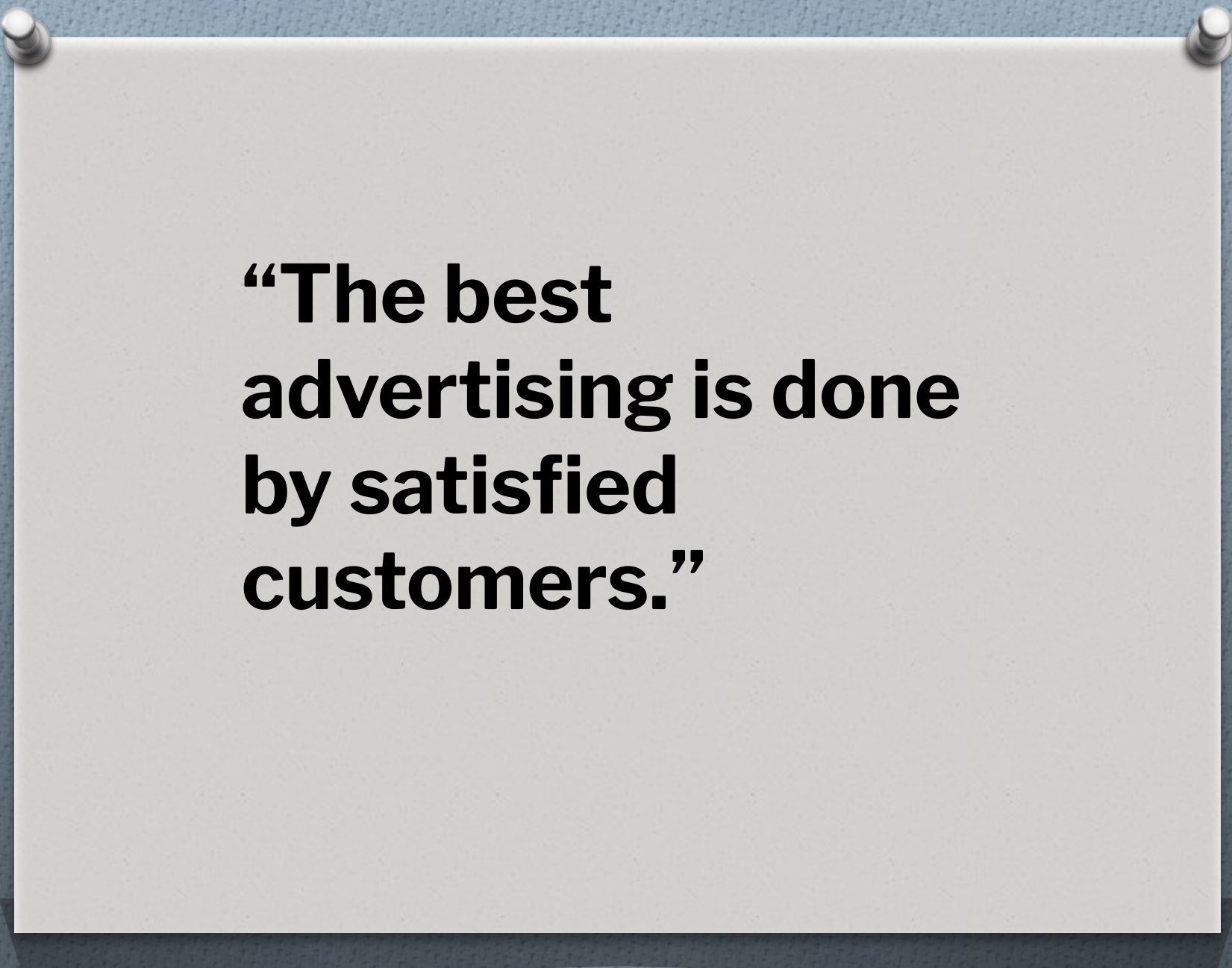
- o Kotler started teaching marketing in 1962 at the Kellogg School of Management, Northwestern University. He believed marketing was an essential part of economics and saw demand as influenced not only by price but also by advertising, sales promotions, sales forces, direct mail, and various institutions (agents, retailers, wholesalers, etc.) operating as distribution channels.

o Philip Kotler holds that:

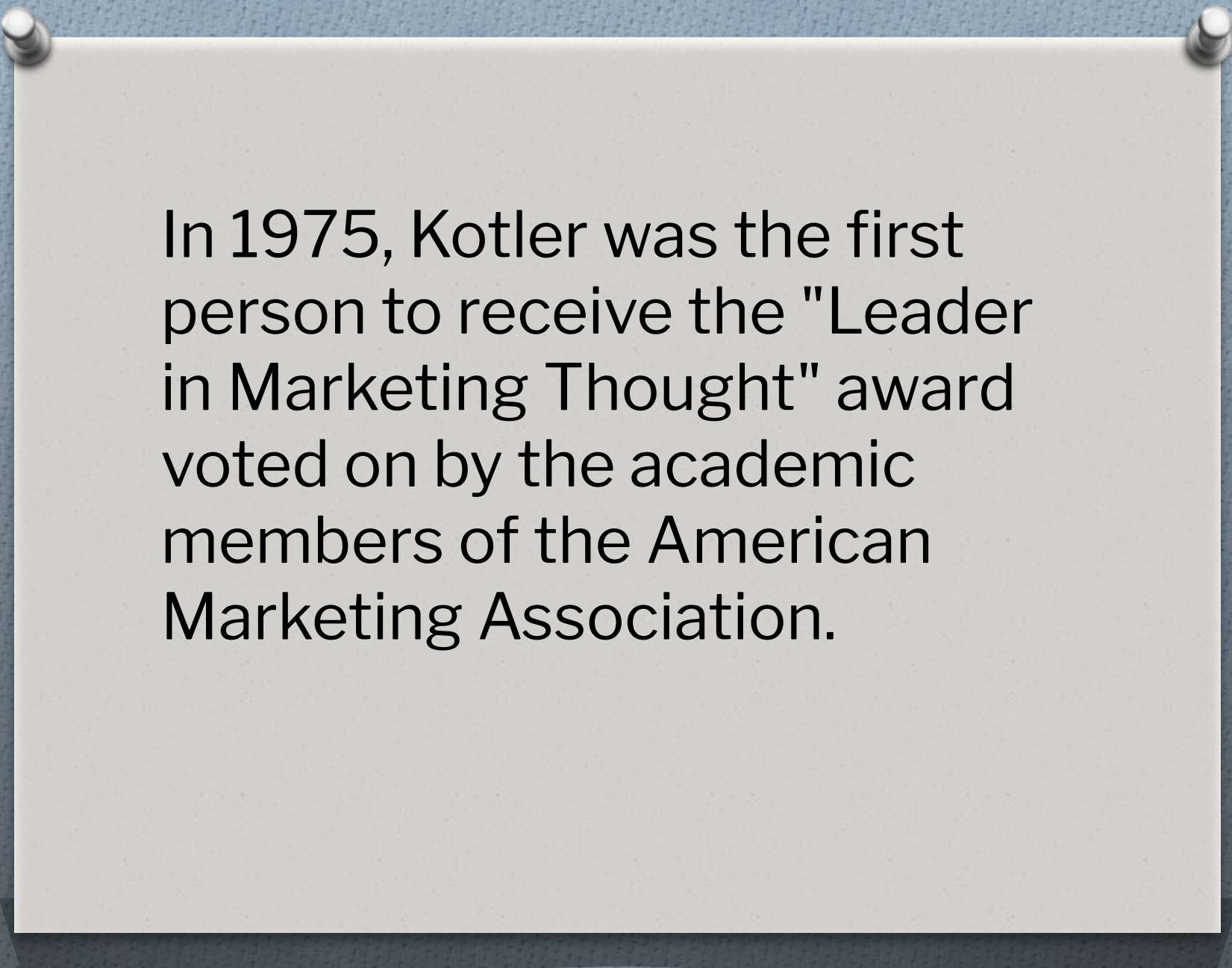
“the organization's marketing task is to determine the needs, wants and interests of target markets and to achieve the desired results more effectively and efficiently than competitors, in a way that preserves or enhances the consumer's or society's well-being.”



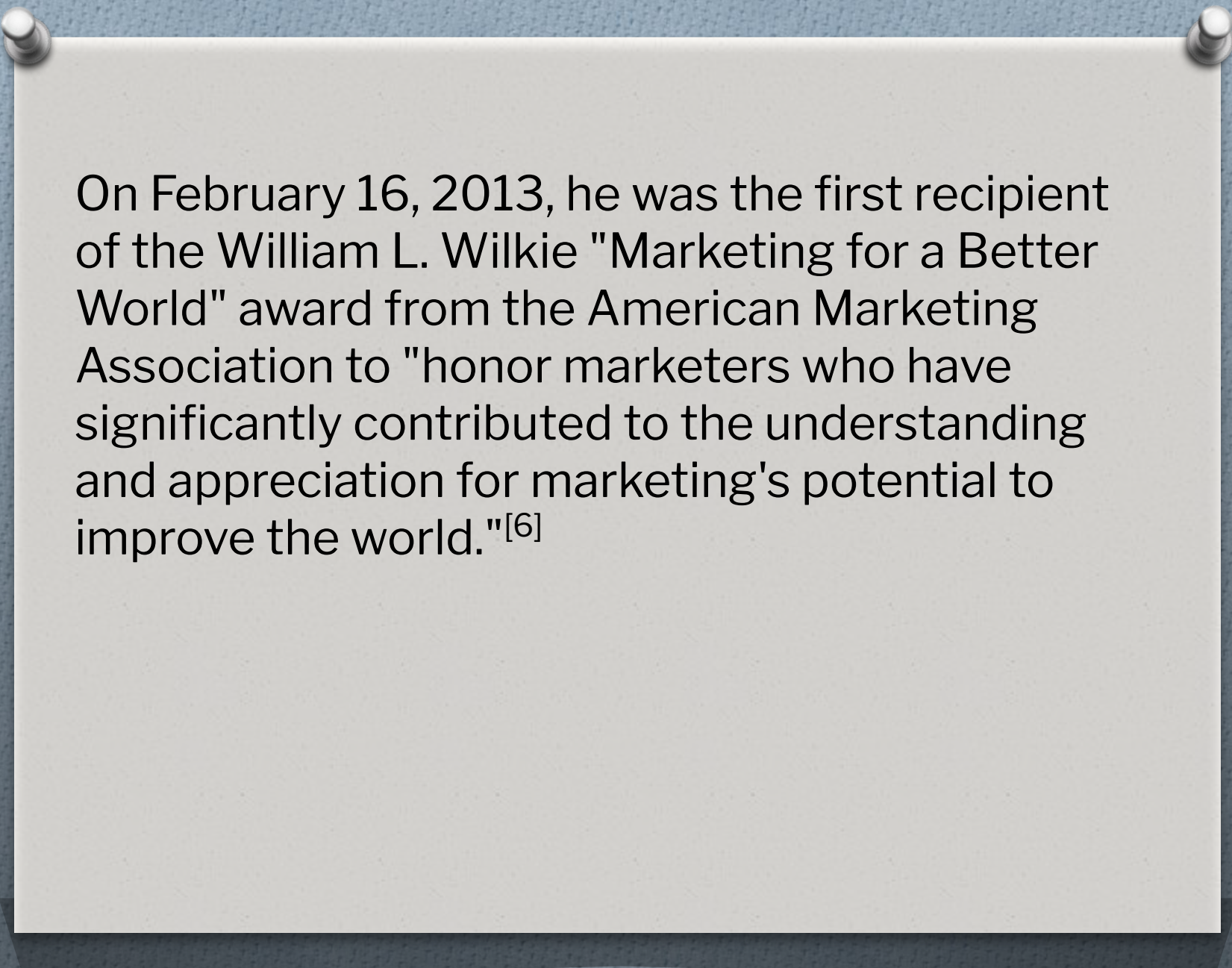
He links the profit motive to the satisfaction of consumer wants and society's well-being. In order to market effectively, Kotler believes the marketing purpose of elevating consumer well-being has to be put at the heart of company strategy and be practiced by all managers



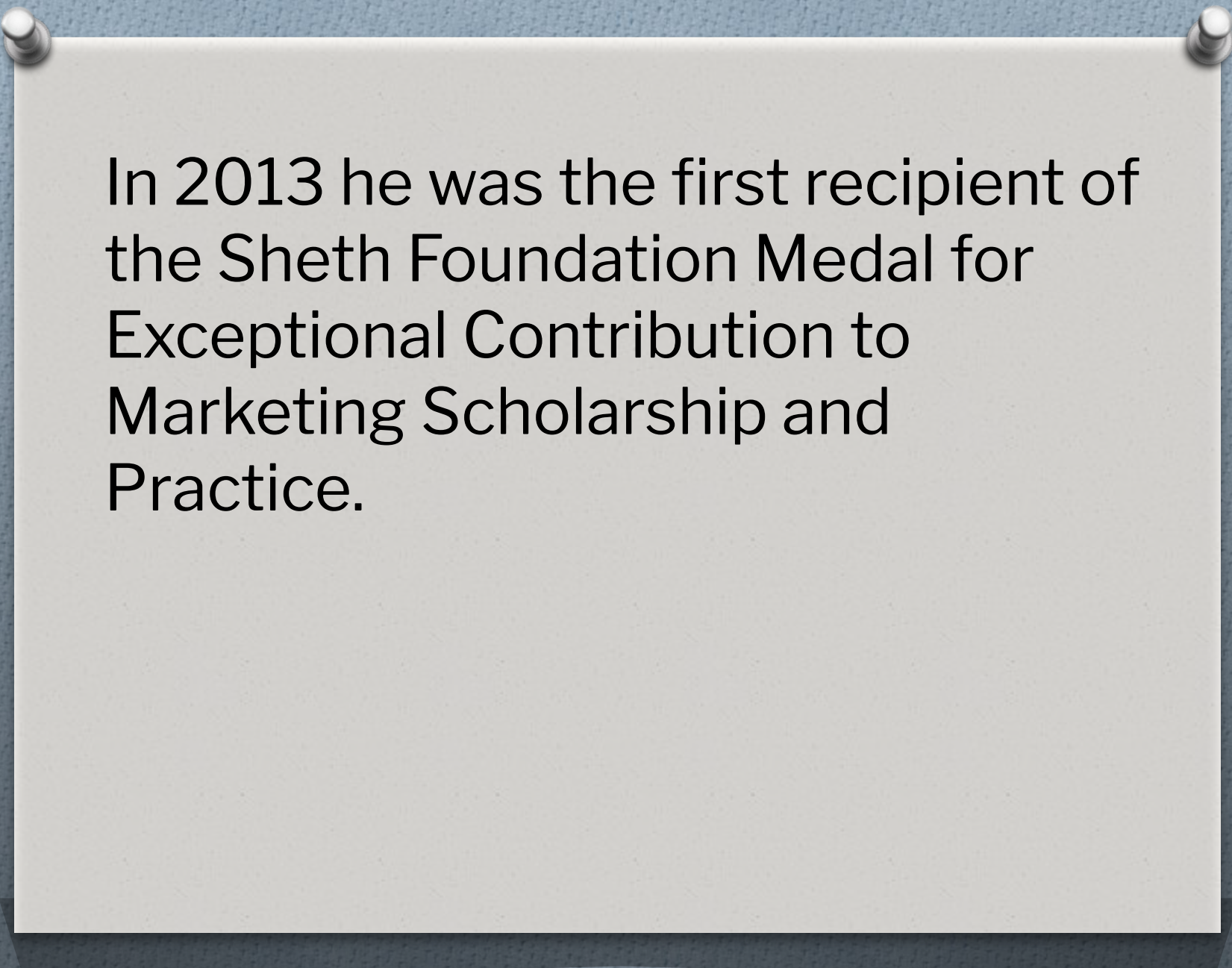
**“The best
advertising is done
by satisfied
customers.”**



In 1975, Kotler was the first person to receive the "Leader in Marketing Thought" award voted on by the academic members of the American Marketing Association.



On February 16, 2013, he was the first recipient of the William L. Wilkie "Marketing for a Better World" award from the American Marketing Association to "honor marketers who have significantly contributed to the understanding and appreciation for marketing's potential to improve the world."^[6]



In 2013 he was the first recipient of the Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice.



“Good companies will meet needs; great companies will create markets.”

Philip Kotler

Management Guru & Professor of
International Marketing at the
Kellogg School of Management