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Amazon.com: Marketing Management, Student Value Edition ...

In February 2005 he will become the co-author with Philip Kotler of the best-selling introductory marketing textbook "Marketing Management." Keller received his bachelor's degree from Cornell University in 1978, his master's degree from Carnegie-Mellon University in 1980 and his doctorate from Duke University in 1986.

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Ideally, marketing should result in a customer who is ready to buy."7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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Kotler And Keller Marketing Management

Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing. His other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world.

[Marketing Expert Kevin Lane Keller To ... - CU Boulder Today](#)

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