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# Philip Kotler On Marketing

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## **philip kotler faculty kellogg school of management**

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## **'philip kotler – the father of modern marketing**

june 23rd, 2018 - marketing is about identifying and meeting human and social needs one of the shortest definitions of marketing is “meeting needs profitably ””**Philip**

## **Kotler – Wikipédia A Enciclopédia Livre**

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