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Philip Kotler is S. C.
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Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and

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others in the areas of marketing strategy and planning, marketing organization, and international marketing.

Kotler & Keller, Marketing Management | Pearson

Kotler and Keller (2012) defined various marketing activities as marketing-mix tools in terms of the four Ps: product, price, place,

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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

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Northwestern
University(1962-2018).
He gave the definition
of marketing mix.He is
the author of over 80
books, including
Marketing
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Philip Kotler - Wikipedia

Kotler developed new
concepts in marketing
including
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demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

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