

## *Direccion Marketing Philip Kotler Edicion Milenio*

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philip kotler born may 27 1931 is an american marketing author consultant and professor emeritus the s c johnson son distinguished professor of international marketing at the kellogg school of

biography about philip philip kotler is known around the world as the father of modern marketing for over 50 years he has taught at the kellogg school of management at northwestern university

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