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perspective on the nature of Philip Kotler's overall contributions to marketing thought and practice. To this end, we emphasize his contributions in three broad areas: conceptualizing the role and tasks of marketing management; broadening the concept of marketing, and pioneering quantitative marketing.

Clearly, Phil

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About Philip Kotler. 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.

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