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PHILIP KOTLER is one of the world's leading authorities on marketing, and his writing has defined marketing around the world for the past forty years. He is the author of Marketing Management (14th ed.), Marketing 3.0, Ten Deadly Marketing Sins, and Corporate Social Responsibility, among others.

Books by Philip Kotler (Author of Marketing Management)

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Biography of Milton Kotler International Marketing ...

He has delivered public seminars in over 100 Chinese cities and is author of A Clear-Sighted View of Chinese Business Strategy, Renmin University Press, Beijing, 2003

and co-author with Philip Kotler of *Market Your Way to Growth: 8 Ways to Win*, Wiley, 2013. He is a frequent contributor to Chinese business newspapers and magazines, and is a frequent guest on CCTV. He is a graduate of the

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