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Philip Kotler 2008

27 Lessons from Philip Kotler, the father of Marketing..

Book Summary: The title of this book is Principles of Marketing and it was written by Philip Kotler, Gary Armstrong. This particular edition is in a Hardcover format. This books publish date is Jan 07, 2009 and it has a suggested retail price of \$217.33. It was published by Prentice Hall and has a total of 744 pages in the book.