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Editions of Principles of Marketing by Philip Kotler

Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.

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Principles of Marketing (15th Edition) is one of the

best Modern Marketing books written by the 'Marketing Guru' Mr. Philip Kotler, the American marketing author, consultant, professor and much more. He is the author of over 55 golden marketing books in the world.

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