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Kotler concepts formal marketing as a tool for achieving a new marketing paradigm - more responsible and competent, more compassionate. Most people think marketing is the evil force behind their spending hands or the science behind making people spend their money on them.

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Ideally, marketing should result in a customer who is ready to buy.”<sup>7</sup> The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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According to Philip Kotler, “Marketing management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target markets for the purpose of achieving organisational objectives.

## **Marketing Management: Meaning and Importance of Marketing ...**

Professor Kotler has consulted for such companies as IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing.

## **Philip Kotler - Faculty - Kellogg School of Management**

According to Philip Kotler, “Marketing Management is the art and science of choosing target markets and building profitable relationship with them. Marketing management is a process involving analysis, planning, implementing and control and it covers goods, services, ideas and the goal is to produce satisfaction to the parties involved”.

## **What is Marketing Management? Introduction, Importance ...**

In 1967, Kotler published Marketing Management: Analysis, Planning, and Control, now in its 15th edition, {2016} and the world's most widely adopted textbook in graduate schools of business. {citation needed} Whereas previous marketing textbooks were highly descriptive, this text was the first to draw on economic science, organizational theory, psychology of behavior and choice, and analytics.

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