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Definition 2.1

Definition of Marketing

“Marketing is the process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others

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and forging relationships with customers.” (Philip Kotler, Gary Armstrong, 2009).

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by Philip ...

Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University(1962-2018). He gave the definition of marketing mix.He is the author of over 80

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Philip Kotler, the father of Marketing..

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