

	<ul style="list-style-type: none"> • Philip Kotler is known around the world as the “father of modern marketing”. • For over 50 years he has taught at the Kellogg School of Management at Northwestern University. • Kotler’s book Marketing Management is the most widely used textbook in marketing around the world. • He has been honoured as one of the world’s leading marketing thinkers. • He has received honorary degrees from 22 universities including Stockholm University, the University of Zurich, Athens University of Economics and Business, Budapest School of Economics and Administrative Science, the Kracow School of Business and Economics, and DePaul University. • He is author of over one hundred and fifty articles and 80 books, including Principles of Marketing, Marketing for Hospitality and Tourism, Strategic Marketing for Non-profit Organizations, Social Marketing, Marketing Places, The Marketing of Nations, Confronting Capitalism, Democracy in Decline, and Advancing the Common Good. • His research covers strategic marketing, consumer marketing, business marketing, professional services marketing, and e-marketing. • He has been a consultant to IBM, General Electric, AT&T, Bank of America, Merck, Motorola, Ford, and others.
<p>“The Father of the modern Marketing” S. C. Johnson Distinguished Professor of International Marketing at Northwestern University</p>	