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world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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father of Marketing..

Kotler and Keller (2012) defined various marketing activities as marketing-mix tools in terms of the four Ps: product, price, place, and promotion.

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Philip Kotler (born May 27, 1931) is an

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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 books, including Marketing Management, Principles of

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Philip Kotler - Wikipedia

Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs to go beyond price theory and

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incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

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Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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