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Philip Kotler Philip Kotler is one of the world’s leading authorities on market-ing He is the S C 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 PhD at MIT, both in economics

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Summary Chapter 12: SETTING PRODUCT STRATEGY

Summary Chapter 12: SETTING PRODUCT STRATEGY Kotler, Philip; Keller, Kevin Lane Marketing Management 13th Edition New Jersey: Pearson Prentice hall, 2009 First of all it is necessary to situate the subject that will be dealt with throughout this chapter In chapter 5 we've seen that in order to build sustainable competitive

-expert commentary- Philip Kotler

Philip Kotler is the SC Johnson Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University Ranked as the world's pre-eminent marketing thinker, he is the author of Marketing Management, the world's leading textbook in teaching marketing to MBAs (now in its 13th edition), and 35 other

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