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Principles of Marketing – Fourth European Edition Written by: Philip Kotler Philip Kotler, who created the field of social marketing (marketing which focuses on helping individuals and groups modify their behaviors toward healthier and safer living styles) has authored over 60 marketing books, including Principles of Marketing.

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Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing.

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