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Kotler on Marketing: How To Create, Win, And Dominate ...

Kotler has review the basic concepts and principles of marketing, which includes marketing strategy, marketing tactics and marketing management. Although the knowledge is comprehensive, I found it not really interesting and smoothly to read.

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27 Fundamental phrases from Philip Kotler, the father of Modern Marketing. Now that you know who Philip Kotler is and know his principle concepts, I'm sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.. 1- You should never go to the battlefield before having won the war on paper.

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