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Philip Kotler, widely considered to be the world's leading  
marketing guru, is the S.C. Johnson Distinguished Professor  
of International Marketing at Kellogg Graduate School of  
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co-author of sixteen books, including Marketing Management,  
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Second European Edition, 569 pages Author(s): Philip Kotler, Gary Armstrong, John Saunders, Veronica Wong. ISBN13: ... Principles of Marketing KOTLER/ ARMSTRONG: 14th edition (Kindle Edition) Published October 6th 2017 Kindle Edition, 2,209 pages Author(s): Philip Kotler ...

Editions of Principles of Marketing by Philip Kotler  
Professor Kotler's book, Marketing Management, is the world's most widely used graduate level textbook in marketing. His other textbooks include Principles of Marketing and management: An Introduction and they are also widely used around the world.

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