



Prof. Philip Kotler

Award-Winning Global Marketing Guru

"Today's smart marketers don't sell products; they sell benefit packages"

The prolific author of many definitive marketing reference works, Professor Philip Kotler is widely regarded as the world's leading expert on strategic marketing. In 2008, the *Wall Street Journal* listed him as the 6th most influential person on business thinking.

TOPICS:

- Marketing Strategy and Practices
- New Product Development
- Strategic Marketing

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2017** My Adventures in Marketing: The Autobiography of Philip Kotler
- 2017** Principles of Marketing
- 2016** Democracy in Decline: Rebuilding Its Future
- 2015** Confronting Capitalism: Real Solutions for a Troubled Economic System
- 2014** Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities
- 2012** Market Your Way to Growth: 8 Ways to Win
- 2011** Winning At Innovation: The A-to-F Model
- 2010** Marketing 3.0

IN DETAIL:

Professor Kotler has consulted to many major U.S. and foreign companies – including IBM, Michelin, Bank of America, Merck, General Electric, Honeywell, and Motorola – in the areas of marketing strategy and planning, marketing organization, and international marketing. He has authored what is widely recognized as the most authoritative textbook on marketing: *'Marketing Management'*, now in its 13th edition. He has also authored or co-authored a number of benchmark books and over one hundred articles, many of which have been published in the world's leading journals. He holds many major awards, including the Distinguished Marketing Educator of the Year Award from the American Marketing Association and Marketer of the Year by the Sales and Marketing Executives International (SMEI). He is currently the S.C. Johnson & Son Distinguished Professor of International Marketing at the Northwestern University Kellogg Graduate School of Management in Chicago.

WHAT HE OFFERS YOU:

Professor Kotler's professional wisdom is contemporary, relevant and practical, and his presentations are illustrated with many examples drawn from international business. He offers profound and provocative perspectives on market-based corporate revitalisation. He was ranked in the Thinkers 50 2007 and 2009, the global ranking business thinkers.

HOW HE PRESENTS:

A highly professional and informative speaker Professor Kotler educates audiences with his presentations on leading marketing concepts and developments.