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opportunities in the global marketplace.

Principles of Marketing: European Edition, 4th Edition

Principles of Marketing - Fourth European Edition. Philip Kotler, who created the field of social marketing (marketing which focuses on helping individuals and groups modify their

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behaviors toward healthier and safer living styles) has authored over 60 marketing books, including Principles of Marketing. The large work has gone through several editions and has been published in both the United States and Europe.

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Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University(1962-2018). He gave the

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definition of marketing mix.He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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