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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 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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Philip Kotler is Professor Emeritus of Marketing at the Kellogg School of Management, where he held the S.C. Johnson & Son Professorship of International Marketing. Kellogg was voted the "Best Business School" for six years in Business Week's survey of U.S. business schools.

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