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Philip Kotler, Marketing Management: Analysis, Planning, and Control, Prentice-Hall, 1967. (Subsequent editions 1971, 1976, 1980, 1984, 1988, 1991, 1994, 1997, 2000, 2003, 2006, 2009, 2012, 2015). Kevin Lane Keller Joined as co-author in 2006. Philip Kotler, Gerald

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