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Principles of
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Marketing: European Edition, 4th Edition

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– Fourth European
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who created the field
of social marketing
(marketing which
focuses on helping
individuals and groups
modify their behaviors
toward healthier and
safer living styles) has
authored over 60
marketing books,
including Principles of
Marketing. The large

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work has gone through several editions and has been published in both the United States and Europe.

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quality (Customer)
Value - Difference
between "value gained
by owning and using a
product" and "cost of

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obtaining the product”
– Value gained not necessarily monetary –
Similarly cost of obtaining not necessarily monetary –
Customers act on perceived value [and perceived cost]

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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).

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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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