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Summary Principles of Marketing - Philip Kotler, Gary ...

For Kotler and Armstrong, the authors of Principles of Marketing, segmentation is acknowledging that you can 't serve all clients with the same level of satisfaction. This way, in order to provide the greatest satisfaction possible, it 's necessary to define a "Target Market".

27 Lessons from Philip Kotler, the father of Marketing.. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a Page 14/16

director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and ...

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