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The book Marketing Management can be considered a Marketing Bible, if you will. What I like about the book is Kotler's ability to integrate this knowledge into succinct, well-communicated, timely lessons for others to follow.

Marketing Management: Kotler, Philip: 9780130336293 ...

Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his masters degree at the University of Chicago and his Ph.D. at MIT, both in economics.

Kotler, Marketing Management | Pearson

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