

# Prof. Philip Kotler

## Award-Winning Global Marketing Guru

CSA CELEBRITY SPEAKERS

Philip Kotler is known around the world as the "father of modern marketing". For over 50 years he has taught at the Kellogg School of Management at Northwestern University. Kotler's book Marketing Management is the most widely used textbook in marketing around the world.

**"A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place."**

## In detail

Philip Kotler is the S. C. Johnson Distinguished Professor of International Marketing at the J. L. Kellogg School of Management. He has been honored as one of the world's leading marketing thinkers. He received his M.A. degree in economics (1953) from the University of Chicago and his Ph.D. degree in economics (1956) from the Massachusetts Institute of Technology (M.I.T.) and has received honorary degrees from 22 universities including Stockholm University, the University of Zurich, Athens University of Economics and Business, Budapest School of Economics and Administrative Science, the Kracow School of Business and Economics, and DePaul University.

## What he offers you

Professor Kotler's professional wisdom is contemporary, relevant and practical, and his presentations are illustrated with many examples drawn from international business. He offers profound and provocative perspectives on market-based corporate revitalisation.

## How he presents

A highly professional and informative speaker Professor Kotler educates audiences with his presentations on leading marketing concepts and developments.

## Topics

Marketing Strategy and Practices

New Product Development

Strategic Marketing

## Languages

He presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

## Publications

**2022**

My Life as a Humanist

**2017**

My Adventures in Marketing: The Autobiography of Philip Kotler

**2016**

Democracy in Decline: Rebuilding Its Future

**2015**

Confronting Capitalism: Real Solutions for a Troubled Economic System

**2014**

Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities

**2012**

Market Your Way to Growth: 8 Ways to Win

**2011**

Winning At Innovation: The A-to-F Model

**2010**

Marketing 3.0

"Philip Kotler is an amazing communicator, with very interesting and enriching content. He gave an excellent performance and was extremely inspiring - Enterprise Software Solutions"