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explains in his book
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□Marketing is an
administrative and
social process

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through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals□.

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Philip Kotler 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

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University. He gave
the definition of

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PRINCIPLES OF
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□ Marketing is human activity directed at satisfying needs and wants through exchange processes.

Philip Kotler 1976

□ Marketing is the

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process by which
companies create
value for customers
and build strong
customer
relationships in order
to capture value from
customers in return.
Philip Kotler 2008

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