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Professor Kotler has been a consultant to many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.

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Actively involved with industry, he has worked on a host of different types of marketing projects. He has served as a consultant and advisor to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and Samsung.

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College.

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Philip Kotler Quotes (Author of Marketing Management)

Keller, KL & Kotler, P 2006, Holistic Marketing: A Broad, Integrated Perspective to Marketing Management. in JN Sheth & RS Sisodia (eds), Does Marketing Need Reform? Fresh Perspectives on the Future. Fresh Perspectives on the Future.

Holistic Marketing: A Broad, Integrated Perspective to ...

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