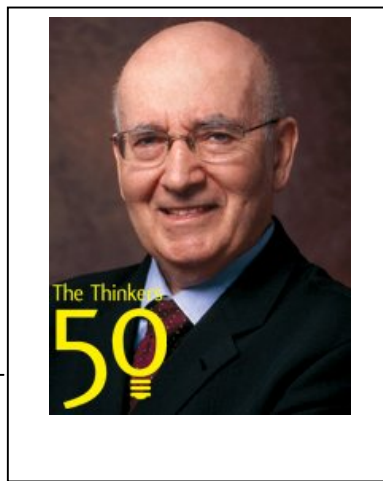


# Prof. Philip Kotler

Award-Winning Global Marketing  
Guru



The prolific author of many definitive marketing reference works, Professor Philip Kotler is widely regarded as the world's leading expert on strategic marketing. He is currently the S.C. Johnson & Son Distinguished Professor of International Marketing at the Northwestern University Kellogg Graduate School of Management in Chicago. In 2008, the *Wall Street Journal* listed him as the 6th most influential person on business thinking.

"Today's smart marketers don't sell products; they sell *benefit packages*"

## In detail

Professor Kotler has consulted to many major U.S. and foreign companies - including IBM, Michelin, Bank of America, Merck, General Electric, Honeywell, and Motorola - in the areas of marketing strategy and planning, marketing organization, and international marketing. He has authored what is widely recognized as the most authoritative textbook on marketing: '*Marketing Management*', now in its 13th edition. He has also authored or co-authored a number of benchmark books and over one hundred articles, many of which have been published in the world's leading journals. He holds many major awards, including the Distinguished Marketing Educator of the Year Award of the American Marketing Association and Marketer of the Year by the Sales and Marketing Executives International (SMEI).

## 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. He was ranked in the Thinkers 50 2007 and 2009, the global ranking business thinkers.

## How he presents

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

## 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. See below for details.

CSA Celebrity Speakers  
Phone +359 888 308180  
E-mail [speakers@speakersbulgaria.com](mailto:speakers@speakersbulgaria.com)  
Website [www.speakersbulgaria.com](http://www.speakersbulgaria.com)



## Topics

Marketing Strategy and Practices  
New Product Development  
Strategic Marketing

## Publications

### 2009

Chaotics: The Business of Managing and Marketing in the Age of Turbulence

### 2006

Marketing in the Public Sector: A Roadmap for Improved Performance (with Nancy Lee)

### 2002

Marketing Management

Marketing Professional Services

### 2001

Principles of Marketing (with Gary Armstrong)

Kotler on Marketing: How to Create, Win and Dominate Markets