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Ideally, marketing should result in a customer who is ready to buy"7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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Philip Kotler Philip Kotler is one of the world's leading authorities on market-ing He is the S C Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University He received his master's degree at the University of Chicago and his PhD at MIT, both in economics

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**Summary Chapter 12: SETTING PRODUCT STRATEGY**

Summary Chapter 12: SETTING PRODUCT STRATEGY Kotler, Philip; Keller, Kevin Lane Marketing Management 13th Edition New Jersey: Pearson Prentice hall, 2009 First of all it is necessary to situate the subject that will be dealt with throughout this chapter In chapter 5 we've seen that in order to build sustainable competitive

**PRINCIPLES OF MARKETING**

PRINCIPLES OF MARKETING •Marketing is human activity directed at satisfying needs and wants through exchange processes Philip Kotler 1976 •Marketing is the 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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