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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

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(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 is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.

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Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished

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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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