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(Subsequent editions 1971, 1976, 1980, 1984, 1988, 1991, 1994, 1997, 2000, 2003, 2006, 2009, 2012, 2015). Kevin Lane Keller Joined as co-author in 2006. Philip Kotler, Gerald Zaltman, and Ira Kaufman, Creating Social Change, Holt, Rinehart, and Winston, 1972.

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Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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