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The marketing staff have to identify the potential market for the likely product (product idea) and must segment the market and select the appropriate target segment and then only product can be finalized for its specific attributes. Kotler emphasized that segmentation, targeting, positioning (STP) is the essence of strategic marketing.

Kotler and Keller - 14 Edition Marketing Management Brief

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It is also popularly known as Kotler Keller Marketing Management. Before going into the review of Philip Kotler's Marketing management book, let's have a look at marketing. Marketing is a process of selling products and services which enables communication of a new product to the target audience. In every business, marketing holds a key role.

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24 quotes from Philip Kotler: 'Marketing is a race without a finishing line', 'Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.', and 'Over the past 60 years, marketing has moved from being product-centric (Marketing 1.0) to being consumer-centric (Marketing 2.0).

Philip Kotler Quotes (Author of Marketing Management)

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