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About The Authors: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha are all renowned for their expertise in marketing. As professors of marketing at leading Universities such as the Kellogg School of Management, Northwestern University, Tuck School of Business, IIM-A and IIM-B, they are all highly acclaimed and have been awarded for their contributions to the field of marketing.

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SECOND HAND ...

Kevin Lane Keller worked as a professor in many universities, host of various marketing projects and also consultant and advisor to marketers. Mithileshwar Jha works at IIM, Bangalore as a marketing professor. Abraham Koshy works at IIM, Ahmedabad as a marketing professor.

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Buyer decision process - Wikipedia

Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Jha Mithileshwar, Marketing Management: A South Asian Perspective, Pearson, 2009. Philip Kotler and Nancy R. Lee, Up and Out of Poverty: The Social Marketing Solution (Philadelphia: Wharton School Publishing, Spring 2009). (A winner in the 800-CEO-Read Business Book Awards for 2009)

Books — Philip Kotler

Marketing Management A South Asian Perspective Philip Kotler; Kevin Lane Keller; Abraham Koshy and Mithileshwar Jha 13 13 th Edition Edition Marketing Management Defining Marketing for the 21 st Century Chapter # 1 2

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Unsought goods - Wikipedia

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