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International Marketing: A Strategic Approach contributed the chapter "Return on Investment Analysis" to the forthcoming Handbook of Technology Management (John Wiley & Sons, 2010). Philip Kotler, the S.C. Johnson & Son Professor of International ...

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*International Marketing: A Strategic Approach
(formerly MN413)*

and academic advisory board member at the Gutmann Center for Portfolio Management. Marketing 3.0: From Products to Customers to the Human Spirit (Wiley, 2010), by Philip Kotler, the S.C. Johnson & Son

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