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He received his master's degree at the University of Chicago and his PhD at MIT, both in economics. Dr. Kotler is author of Marketing Management (Pearson), now in its 15th edition and the most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 60 ...

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little importance when products are standardized. B) It can help create jobs in the economy by increasing demand for goods and services.

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