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FAQs on Marketing distills the essence of Philip Kotler's decades of experience into an eminently readable question and answer format. The author draws on the thousands of questions he has been asked over the years such as what are the biggest challenges marketers face today, what skills do marketing managers need to be successful, what metrics can companies use to judge marketing performance, how are globalization and new technology affecting the role of marketing, what will the marketing department of the future look like. This landmark bestseller takes the reader inside the mind of a marketing genius, the penetrating insights and practical minded guidance that it provides will be valued by marketing professionals, academics and general readers alike. Philip Kotler is the world's foremost expert on strategic marketing and was voted the first leader in marketing thought by the American Marketing Association. He is currently the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg School of Management of Northwestern University in Chicago. His many influential books have sold more than three million copies in 20 languages and include *Marketing Management* now in its 12th edition and *Kotler on Marketing*.

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