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management the bible of marketing dr opresnik also is the co author with phil kotler and gary armstrong of the global edition of marketing an introduction which is one of the world s most widely used *philip kotler wikipedia* May 27 2022 philip kotler chicago 27 mei 1931 is een amerikaans professor in internationale marketing hij doceert internationale marketing aan de j l kellogg graduate school of management aan de northwestern university in evanston chicago illinois in 1953 behaalde hij een masters of arts in economie aan de universiteit van chicago en promoveerde hij in 1956 eveneens in economie

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