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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

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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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