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**Professor Kevin Lane Keller on brand value and marketing** Kevin Lane **Keller**. E.B. Osborn Professor of **Marketing** at the Tuck School of Business, discusses the value of **marketing** in todays ...

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**Philip Kotler: Marketing Strategy** Philip **Kotler** is the undisputed heavyweight champion of **marketing**. He's authored or co-authored around 70 books, addressed ...

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How should channels be designed ...

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