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NEW - Philip Kotler invites Kevin Lane Keller to be co-author - Acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications, Kevin is presently E.B.Osborn Professor of Marketing at the Amos Tuck School of Business Administration at Dartmouth College.

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According to Kotler and Keller (2009), there are several determinants that signify the necessity of examining purchasing behavior of consumers as a foundation of the marketing domain.

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Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.

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