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Babson College where he served as Division Chair for fifteen years 1975 1990 He is the author of several textbooks including Promotional Management Fundamentals of Modern Marketing Sales Management and Cases in Marketing all published by Prentice Hall Among his honors is the Carpenter Prize for Outstanding Contributions to Babson College **Principles of marketing** Philip Kotler (author), **ABU Journal of Marketing Management** ,2006 **Principles of Marketing** Harold Howard Maynard,Walter Crothers Weidler,Theodore N. Beckman,1927 **The United States Catalog** ,1924 **Study Guide for Use with Marketing, Tenth Edition** David Nowell, Montrose S. Sommers,2003 Social Marketing Gerard Hastings,2007-08-28 Social marketing takes thinking used in commercial marketing to influence consumer behaviour and applies it to health and social behaviour and in the process provides innovative solutions to many of the world s most pressing problems from HIV AIDS to global warming cover **Principles of Marketing** Paul Wesley Ivey,1922 *Bayero Business Review* ,2005 **The Cumulative Book Index** ,1912 A world list of books in the English language **Test Item File** Philip Kotler,2003-03 **Journal of Business and Management** ,2005 **El-Hi textbooks in print** R. R. Bowker LLC,1983 **National Live Stock Producer** ,1927 **The Evening Sessions** University of Toledo,1921 **Encyclopedia of Business: J-Z** John G. Maurer,1995

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