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The marketing staff have to identify the potential market for the likely product (product idea) and

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must segment the market and select the appropriate target segment and then only product can be finalized for its specific attributes. Kotler emphasized that segmentation, targeting, positioning (STP) is the essence of strategic marketing.

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24 quotes from Philip Kotler: 'Marketing is a race without a finishing line', 'Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.', and 'Over the past 60 years, marketing has moved from being product-centric (Marketing 1.0) to being consumer-centric (Marketing 2.0).

## **Philip Kotler Quotes (Author of Marketing Management)**

Philip Kotler, Kevin Lane Keller. 4.09 · Rating details · 4,664 ratings · 233 reviews. This is the 12th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

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