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Kotler has added a co-author (Tuck Professor Kevin Lane Keller) and the two plan to publish the book's 13th edition in early 2008. As usual, at least 20 to 30 percent of the text will be new. At 76, Kotler still teaches, consults for corporations and speaks to



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Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. Dr. Kotler is author of Marketing Management (Pearson), now in its fifteenth edition and the most widely used marketing text book worldwide.

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