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Philip Kotler, Kevin Lane Keller, and Taihong Lu, Marketing Management in China, Pearson, 2009. Hong Cheng, Philip Kotler and Nancy R. Lee, Social Marketing for Public Health: Global Trends and Success Stories, Sudbury, Ma. Jones and Bartlett, 2011.

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Philip Kotler, widely considered to be the world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.