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philip kotler is professor emeritus of marketing at the kellogg school of management at northwestern university professor kotler is the author of over 50 books and over 150 articles in leading journals several of which have received best article awards he has won several honors from the american marketing association ama and its special interest groups including the first recipient of the ama irwin mcgraw hill distinguished marketing educator award

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welcome to the latest episode of book insights from mind tools in today 39 s podcast we 39 re looking at chaotics the business of managing and marketing in the age of turbulence by philip kotler and john a caslione kotler is the top name in strategic marketing in 2001 the financial times named him as one of the world 39 s leading management gurus and he 39 s distinguished professor of international marketing at northwestern university 39 s kellogg school of marketing

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philip kotler es uno de los mayores expertos mundiales en marketing es catedrático de la kellogg school of management y autor de decenas de libros sobre la materia entre los que se incluyen

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mindset one that takes into account intermittent periods of disturbance allowing them to thrive while under the constant threat of chaos

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in chaotics kotler and caslione argue for a disciplined approach to business decision making as opposed to relying on gut instinct or conventional wisdom according to the authors responsive robust and resilient businesses constantly look for the weak signals of turbulence and are proactive in constructing rehearsing and revising various chaos scenarios and their preferred response strategies

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