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Koshy, and Jha Mithileshwar, Marketing
Management: A South Asian Perspective,
Pearson, 2009. Philip Kotler and Nancy R.
Lee, Up and Out of Poverty: The Social
Marketing Solution (Philadelphia: Wharton
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Books – Philip Kotler

About The Authors: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha are all renowned for their expertise in marketing. As professors of marketing at leading Universities such as the Kellogg School of Management, Northwestern University, Tuck School of Business, IIM-A and IIM-B, they are all highly acclaimed and have been awarded for their contributions to the field of marketing.

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