

# ABOUT THE AUTHORS

**Philip Kotler** (M.A., University of Chicago, Ph.D., M.I.T.) is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, Evanston, Illinois. He published his 12th edition of *Marketing Management*, the world's leading textbook in teaching marketing to MBAs. He has also published *Principles of Marketing*, *Strategic Marketing for Nonprofit Organizations*, *Marketing Places*, *Kotler on Marketing*, *Marketing Insights A to Z*, *Lateral Marketing*, *Social Marketing*, *Museum Strategies and Marketing*, *Standing Room Only*, *Corporate Social Responsibility*, and several other books. His research covers strategic marketing, innovation, consumer marketing, business marketing, services marketing, distribution, e-marketing, and social marketing. He has been a consultant to IBM, Bank of America, Merck, General Electric, Honeywell, and many other companies. He has received honorary doctorate degrees from ten major universities here and abroad.

**Nancy Lee**, MBA, has more than 25 years of practical marketing experience in the public, private, and nonprofit sectors. This is the

third book she has coauthored with Philip Kotler. She is an adjunct faculty member at the University of Washington and Seattle University where she teaches Marketing in the Public Sector, Social Marketing, and Marketing for Nonprofit Organizations. She is President of Social Marketing Services, Inc., founded in 1993, and consults with local, national, and international governmental agencies on strategic marketing planning, campaign development, and program evaluation. She is a frequent speaker at conferences, seminars, and workshops for public sector program managers and administrators.