

# ACKNOWLEDGMENTS

My thanks go to my wife Nancy for her unfailing support of my work and to the other members of my family; to my Kellogg School of Management colleagues who are always a source of inspiration; and to the city of Chicago, which has taught me much about the role of government in making a city work and prosper.

—*Philip Kotler*

Thank you to all the committed and competent public servants in Washington State who inspire me and others with what happens when we practice the marketing mindset. And a special thank you to my dear husband Terry, who continues to carry my bags, put up the tent, chase off the wolves, put out the fire, and remind me to look at the stars.

—*Nancy Lee*