

# About the Authors

**Philip Kotler** (M.A., University of Chicago; Ph.D., MIT) is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He has published the 13th edition of *Marketing Management*, the world's leading textbook on teaching marketing to MBAs. He has also published *Strategic Marketing for Nonprofit Organizations*, *Social Marketing*, *Corporate Social Responsibility*, *Marketing in the Public Sector*, and 30 other books. His research covers social marketing, strategic marketing, innovation, services marketing, and Internet marketing. He has received 12 honorary doctorate degrees from major universities in the U.S. and abroad.

**Nancy R. Lee** (MBA, University of Puget Sound) has more than 25 years of practical marketing experience in the private, nonprofit, and public sectors. As an adjunct faculty member at the University of Washington and Seattle University, she teaches Social Marketing, Marketing in the Public Sector, and Marketing for Nonprofit Organizations. As president of Social Marketing Services, Inc., Lee is a frequent speaker at conferences, seminars, and workshops and serves as a strategic adviser on a variety of local and national social marketing campaigns. This is the fifth book she has coauthored with Philip Kotler.

For more information about this book, visit Kotler and Lee's Web site dedicated to this topic at [www.upandoutofpoverty.com](http://www.upandoutofpoverty.com).