

# Philip Kotler Quotes

*People, Marketing, Jobs, Needs, Art, Moving, Home, Responsibility, Important,  
Government, Giving, Political, Growth, Customers, Figures, Book, Today,  
Company, Hands, Party*

Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.

~Philip Kotler

The sales department isn't the whole company, but the whole company better be the sales department.

~Philip Kotler

The art of marketing is the art of brand building. If you are not a brand, you are a commodity. Then price is everything and the low-cost producer is the only winner.

~Philip Kotler

The best advertising is done by satisfied customers.

~Philip Kotler

Marketing takes a day to learn. Unfortunately, it takes a lifetime to master.

~Philip Kotler

There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.

~Philip Kotler

It is no longer enough to satisfy your customers. You must delight them.

~Philip Kotler

It is more important to do what is strategically right than what is immediately profitable.

~Philip Kotler

The successful salesperson cares first for the customer, second for the products.

~Philip Kotler

Companies pay too much attention to the cost of doing something. They should worry more about the cost of not doing it.

~Philip Kotler

The most important thing is to forecast where customers are moving, and be in front of them.

~Philip Kotler

Good companies will meet needs; great companies will create markets.

~Philip Kotler

Poor firms ignore their competitors; average firms copy their competitors; winning firms lead their competitors.

~Philip Kotler

Marketing is a race without a finishing line

~Philip Kotler

Every business is a service business. Does your service put a smile on the customer's face?

~Philip Kotler

The best way to hold customers is to constantly figure out how to give them more for less.

~Philip Kotler

The future isn't ahead of us. It has already happened.

~Philip Kotler

Today's smart marketers don't sell products; they sell benefit packages. They don't sell purchase value only; they sell use value.

~Philip Kotler

The key to branding, especially for smaller firms, is to focus on a limited number of issue areas and develop superb expertise in those areas.

~Philip Kotler

Watch the product life cycle; but more important, watch the market life cycle.

~Philip Kotler

Today you have to run faster to stay in place.

~Philip Kotler

A great leader is one who surrounds himself with great people who then, collectively, innovate and implement with success. If he tries to do it all by himself, he is an egotist and likely to fail.

~Philip Kotler

Every company should work hard to obsolete its own product line - before its competitors do.

~Philip Kotler

Good customers are an asset which, when wellmanaged and served, will return a handsome lifetime income stream for the company.

~Philip Kotler

The theory of marketing is solid but the practice of marketing leaves much to be desired.

~Philip Kotler

Integrated marketing communications is a way of looking at the whole marketing process from the view point of the customer.

~Philip Kotler

Marketing is becoming a battle based on information than on sales power.

~Philip Kotler

Authentic marketing is not the art of selling what you make but knowing what to make!

~Philip Kotler

Competitive advantage is a companys ability to perform in one or more ways that competitors cannot or will not match.

~Philip Kotler

Marketing is the set of human activities directed at facilitating and consummating exchanges.

~Philip Kotler

There is no such thing as a commodity. It is simply a product waiting to be differentiated.

~Philip Kotler

Don't buy market share. Figure out how to earn it.

~Philip Kotler

Your company does not belong inmarkets where it cannot be the best.

~Philip Kotler

The internet will create the winnerand bury the laggards.

~Philip Kotler

Great insight comes from seeing something as odd and finding out why.

~Philip Kotler

We should tax every company's carbon footprint and the carbon

footprint of every building and home, to incentivize people to reduce their carbon footprint.

~Philip Kotler

People are more comfortable with the familiar. It takes selling a big dream that comes with excellent income possibility to get someone to leave his or her comfort zone.

~Philip Kotler

Curiosity is the starting point for great science.

~Philip Kotler

Many great ideas need refreshment and deeper analysis. "Freedom," for example, is a great idea but it has become a cliché.

~Philip Kotler

Republicans talk loudly about freedom and yet are against a women deciding what's best for her own body and are against the freedom of two people of the same sex to marry.

~Philip Kotler

Leaders such as Alexander the Great, Napoleon, Franklin D. Roosevelt and others promulgated a vision and a moving story of how their people could achieve a great purpose.

~Philip Kotler

People who lack material wealth, who are poor, won't be very happy. They will be obsessed with meeting their bills at pay day. And people who have an abundance of material goods are often not happy.

~Philip Kotler

Whenever someone wonders how I could have written 57 books, I remind them that Isaac Asimov wrote 500 books.

~Philip Kotler

In fact, Capitalism has a vested interest in creating new wants and making people unhappy until they acquire the next good.

~Philip Kotler

A country's middle class is its bedrock.

~Philip Kotler

My parents, and their interest in making the world a better place for more people inspired me.

~Philip Kotler

Our legislators have become a set of "whores" open to the highest bidders. The problem is that if we try to limit lobbying, we are in effect limiting free speech.

~Philip Kotler

CEOs need to produce continuous growth in sales and profits. Yet they must also invest in sustainability and social responsibility, which then leave them less money for financing their growth.

~Philip Kotler

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