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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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Kevin Lane Keller worked as a professor
in many universities, host of various
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and advisor to marketers. Mithileshwar
Jha works at IIM, Bangalore as a
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can be disrupted by two factors:
negative feedback from other customers
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accept the feedback.

Buyer decision process - Wikipedia

Philip Kotler, Kevin Lane Keller, Abraham 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 School Publishing, Spring 2009). (A winner in the 800-CEO-Read Business Book Awards for 2009)

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