



My Adventures in Marketing: The Autobiography of Philip Kotler

By Philip Kotler

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This book was published by Philip Kotler, the Father of Modern Marketing. It is his 66th book. He wrote it after receiving an offer of publication from the Nikkei, a Japanese daily newspaper at the beginning of 2013. The Nikkei wanted Dr. Kotler to write a series of articles about his life for its column *My Resume*, with a proviso that he would write an article (600~800 words) and add a photo to it on a daily basis for a month. Although Dr. Kotler had published so many books previously, he had never looked back on his life in order to write a book. As he would turn 82 in 2013, however, he thought that it was time for him to write an autobiography. So, he got intrigued by the offer, accepted it and started to write one. In fact, he wrote 54 articles, 30 of which were published in the newspaper in December, 2013. In the following year, the Nikkei published a book, *My Life of Marketing*, in Japanese, which included the 30 articles and some unposted ones. Last year, Dr. Kotler added some more articles to the Japanese version of the book and decided to publish it in English. So, this book is the first English version of Dr. Kotler's autobiography.

In this book, Dr. Kotler introduced many interesting stories. For example, one day, when he received a call from Peter Drucker, he was very pleased as well as surprised. He wrote, "Because I had closely read his book that are rich in insight and I had great respect for him although I never met him. A call from Peter Drucker meant more to me than if our U.S. President called." (p.81) He respects Drucker. When

someone praised him as the "Father of Modern Marketing," he always said, "I would call Peter Drucker the 'Grandfather of Modern Marketing'." (p.255)

Needless to say, we can learn a lot of things in terms of Dr. Kotler's marketing theory by reading this book. He has constantly taught us new perceptions on marketing. He emphasizes, "Marketing is a philosophy centered on serving customers and includes a set of skills and activities to solve economic and social problems." (p.11) I think this is a very important point of view. According to my hypothesis, if a scholar of management is deeply researching, or a top manager is successfully practicing in a certain field, his/her perspectives will sublimiate into the level of philosophy. For example, Dr. Ikujiro Nonaka, the Father of Knowledge Creation Theory and a professor emeritus at Hitotsubashi University, and Kazuo Inamori, the founder and honorary chairman of Kyocera, both emphasize management as philosophy. Fortunately, my hypothesis was verified once again by Dr. Kotler's opinion.

Also, the book includes many photos of Dr. Kotler's family, colleagues and friends in the world. I believe that each piece of photo contains a story related to his life.

I would like to recommend this book not only to scholars, Ph.D. candidates, but also to top managers and consultants. Finally, I am very grateful to Dr. Kotler for providing me with a copy of this book.