

# Philip Kotler

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10413617/publications.pdf>

Version: 2024-02-01

28  
papers

7,501  
citations

361045

20  
h-index

500791

28  
g-index

33  
all docs

33  
docs citations

33  
times ranked

3129  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Generic Concept of Marketing. Journal of Marketing, 1972, 36, 46-54.	7.0	1,260
2	Broadening the Concept of Marketing. Journal of Marketing, 1969, 33, 10-15.	7.0	1,095
3	Broadening the Concept of Marketing. Journal of Marketing, 1969, 33, 10.	7.0	901
4	Marketing in the Network Economy. Journal of Marketing, 1999, 63, 146.	7.0	652
5	Reinventing Marketing to Manage the Environmental Imperative. Journal of Marketing, 2011, 75, 132-135.	7.0	613
6	Marketing in the Network Economy. Journal of Marketing, 1999, 63, 146-163.	7.0	607
7	A Generic Concept of Marketing. Journal of Marketing, 1972, 36, 46.	7.0	441
8	From market driven to market driving. European Management Journal, 2000, 18, 129-142.	3.1	368
9	DESIGN: A POWERFUL BUT NEGLECTED STRATEGIC TOOL. Journal of Business Strategy, 1984, 5, 16-21.	0.9	289
10	Frontiers of the marketing paradigm in the third millennium. Journal of the Academy of Marketing Science, 2012, 40, 35-52.	7.2	283
11	Ending the war between Sales & Marketing. Harvard Business Review, 2006, 84, 68-78, 187.	3.1	163
12	Marketing during Periods of Shortage. Journal of Marketing, 1974, 38, 20.	7.0	145
13	The Major Tasks of Marketing Management. Journal of Marketing, 1973, 37, 42-49.	7.0	93
14	The marketing of leadership. Leader To Leader, 1999, 1999, 22-27.	0.1	83
15	A New Form of Marketing Myopia: Rejoinder to Professor Luck. Journal of Marketing, 1969, 33, 55-57.	7.0	79
16	The Role Played by the Broadening of Marketing Movement in the History of Marketing Thought. Journal of Public Policy and Marketing, 2005, 24, 114-116.	2.2	54
17	The Consumer in the Age of Coronavirus. Journal of Creating Value, 2020, 6, 12-15.	0.3	37
18	H2H Marketing. , 2021, , .		36

#	ARTICLE	IF	CITATIONS
19	Beyond Marketing: The Furthering Concept. California Management Review, 1969, 12, 67-73.	3.4	28
20	Philip Kotler's Contributions to Marketing Theory and Practice. Review of Marketing Research, 2011,, 87-120.	0.2	24
21	Customer Value Management. Journal of Creating Value, 2017, 3, 170-172.	0.3	22
22	Harvesting strategies for weak products. Business Horizons, 1978, 21, 15-22.	3.4	18
23	Marketing and Value Creation. Journal of Creating Value, 2020, 6, 10-11.	0.3	16
24	Why broadened marketing has enriched marketing. AMS Review, 2018, 8, 20-22.	1.1	15
25	The Elements of Social Action. American Behavioral Scientist, 1971, 14, 691-717.	2.3	14
26	What CEOs need to know and do about marketing. Leader To Leader, 2006, 2006, 20-28.	0.1	9
27	The market for transformation. Journal of Marketing Management, 2019, 35, 407-409.	1.2	8
28	H2H Management: Putting Trust and Brand in Focus. , 2021,, 111-155.		0