

# Philip Kotler

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

29  
papers

5,800  
citations

19  
h-index

33  
g-index

33  
ext. papers

6,437  
ext. citations

6.2  
avg, IF

6.06  
L-index

| #  | Paper  | IF   | Citations |
|----|--|------|-----------|
| 29 | H2H-Management: Vertrauen und Marke in den Fokus rücken <b>2022</b> , 123-172  |      |           |
| 28 | H2H Management: Putting Trust and Brand in Focus <b>2021</b> , 111-155   |      |           |
| 27 | H2H Marketing <b>2021</b> ,  |      | 15        |
| 26 | Marketing and Value Creation. <i>Journal of Creating Value</i> , <b>2020</b> , 6, 10-11  | 0.9  | 6         |
| 25 | The Consumer in the Age of Coronavirus. <i>Journal of Creating Value</i> , <b>2020</b> , 6, 12-15  | 0.9  | 19        |
| 24 | The market for transformation. <i>Journal of Marketing Management</i> , <b>2019</b> , 35, 407-409  | 3.2  | 3         |
| 23 | Why broadened marketing has enriched marketing. <i>AMS Review</i> , <b>2018</b> , 8, 20-22   | 3    | 8         |
| 22 | Customer Value Management. <i>Journal of Creating Value</i> , <b>2017</b> , 3, 170-172   | 0.9  | 12        |
| 21 | Frontiers of the marketing paradigm in the third millennium. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 35-52                              | 12.4 | 215       |
| 20 | Philip Kotler's Contributions to Marketing Theory and Practice. <i>Review of Marketing Research</i> , <b>2011</b> , 87-129   |      | 9         |
| 19 | Reinventing Marketing to Manage the Environmental Imperative. <i>Journal of Marketing</i> , <b>2011</b> , 75, 132-135  |      | 460       |
| 18 | What CEOs need to know and do about marketing. <i>Leader To Leader</i> , <b>2006</b> , 2006, 20-28   | 1.7  | 4         |
| 17 | Ending the war between Sales & Marketing. <i>Harvard Business Review</i> , <b>2006</b> , 84, 68-78, 187  |      | 124       |
| 16 | The Role Played by the Broadening of Marketing Movement in the History of Marketing Thought. <i>Journal of Public Policy and Marketing</i> , <b>2005</b> , 24, 114-116 | 3.8  | 41        |
| 15 | From market driven to market driving. <i>European Management Journal</i> , <b>2000</b> , 18, 129-142   | 4.8  | 299       |
| 14 | Marketing in the Network Economy. <i>Journal of Marketing</i> , <b>1999</b> , 63, 146-163  | 11   | 540       |
| 13 | The marketing of leadership. <i>Leader To Leader</i> , <b>1999</b> , 1999, 22-27   | 1.7  | 64        |

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|----|--|------|------|
| 12 | Marketing in the Network Economy. <i>Journal of Marketing</i> , <b>1999</b> , 63, 146                              | 11   | 449  |
| 11 | DESIGN: A POWERFUL BUT NEGLECTED STRATEGIC TOOL. <i>Journal of Business Strategy</i> , <b>1984</b> , 5, 16-21      | 1.1  | 230  |
| 10 | Harvesting strategies for weak products. <i>Business Horizons</i> , <b>1978</b> , 21, 15-22                        | 10.1 | 17   |
| 9  | Marketing during Periods of Shortage. <i>Journal of Marketing</i> , <b>1974</b> , 38, 20                           | 11   | 87   |
| 8  | The Major Tasks of Marketing Management. <i>Journal of Marketing</i> , <b>1973</b> , 37, 42-49                     | 11   | 72   |
| 7  | A Generic Concept of Marketing. <i>Journal of Marketing</i> , <b>1972</b> , 36, 46                                 | 11   | 389  |
| 6  | A Generic Concept of Marketing. <i>Journal of Marketing</i> , <b>1972</b> , 36, 46-54                              | 11   | 1006 |
| 5  | The Elements of Social Action. <i>American Behavioral Scientist</i> , <b>1971</b> , 14, 691-717                    | 1.8  | 10   |
| 4  | Broadening the Concept of Marketing. <i>Journal of Marketing</i> , <b>1969</b> , 33, 10-15                         | 11   | 916  |
| 3  | A New Form of Marketing Myopia: Rejoinder to Professor Luck. <i>Journal of Marketing</i> , <b>1969</b> , 33, 55-57 | 11   | 46   |
| 2  | Broadening the Concept of Marketing. <i>Journal of Marketing</i> , <b>1969</b> , 33, 10                            | 11   | 644  |
| 1  | Beyond Marketing: The Furthering Concept. <i>California Management Review</i> , <b>1969</b> , 12, 67-73            | 13.2 | 20   |