The best book for marketing management that I have found is the 15th edition of Marketing Management by Kotler Keller. The authors of this book are Philip Kotler and Kevin Lane Keller. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management. Kevin Lane Keller is the E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College where he teaches MBA courses on marketing management and executive programs. As a practice, marketing encompasses both art and science and keeping up with the myriad of changes requires constant study. Platforms, tactics, algorithms and apps seem to be available constantly. Keeping up with the myriad of changes requires constant study.