

## **Kotler Marketing Group is ranked #1 Strategic Marketing Consulting Firm in China**

Kotler Marketing Group is ranked the #1 Strategic Marketing Consulting Group in China in 2011, ahead of McKinsey, Monitor and Roland Berger, by China's leading business magazine "Sino Manager" (<http://www.sino-manager.com/zt/1105/>), May 2011.

Sino Manager is a high-end, nationwide business and management magazine targeting CEOs for news, analysis and benchmark profiles of leading edge management practices in China and worldwide. It is the #1 business magazine over past 6 years, according to BPA.

The ranking is annually done by Sino Manager in order to give business executives a clear idea of the quality, capability, performance and viability of consulting companies. Rankings are based on a survey of 200 top executives in China.

Rating criteria include seven areas: reputation; client scope and client evaluation; core competencies and experience; consulting methods, processes and tools, continuous learning and research capabilities, networks of experts and case base, revenue growth and enterprise development.

Kotler Marketing Group China ranked No.1 in the "Strategic Marketing and Marketing Execution System" category for 2011. The top five are listed below.

Rank	Consulting Firm
1.	Kotler Marketing
2.	Monitor
3.	McKinsey
4.	ZS Consulting
5.	Roland Berger

Kotler Marketing Group (KMG) is a consulting company headquartered in Washington DC, with a practicing philosophy based on the work of Dr. Philip Kotler, the world's leading strategic marketer. Our mission is to help our clients achieve profitable growth.

Kotler Marketing Group (KMG China) entered the China market in 1999 and now has offices in Beijing, Shanghai and Shenzhen and a staff of 50 professionals. KMG China's Business scope covers corporate marketing and business strategy, brand management,

---

marketing management systems, urban and industrial planning and development, place marketing, and marketing and sales training.

In past 11 years, KMG China has served over 500 clients in 16 different industries and 20 Chinese local governments. It has completed over 90 strategic marketing projects; 500 marketing workshops; and over 30 place development projects. KMG China is led by Chairman and President Chairman Milton Kotler and CEO Cao Hu.

For more information please check: [www.Kotler.com.cn](http://www.Kotler.com.cn) or contact KMG China.

**Contact:**

Esther Wang  
Manager of Beijing branch

Room 7 No.23 DongZhiMenWai Avenue, Beijing, China

P.R.C: 100600

Tel: 86-10-85322476/616

Fax: 86-10-85322476/5-9

Mobile: 86-13910111700

Email: [wangyana@kotler.com.cn](mailto:wangyana@kotler.com.cn)

website: [www.kotler.com.cn](http://www.kotler.com.cn)