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MARKETING - CBSE

According to Philip Kotler, “Product is anything that can be offered to someone to satisfy a need or a want” William Stanton, “Product is a complex of tangible and intangible attributes, including packaging, colour, price, prestige and services that satisfy needs and wants of people”

THE MARKETING ENVIRONMENT - BMS

marketing that affect marketing management’s ability to build and maintain successful relationships with target customers (Philip Kotler -12th Edition) According to the above definition, the actors and forces which are outside to the marketing management function may be within the organisation as well as outside the organisation

MMM - National Council of Educational Research and Training

LEARNING OBJECTIVES After studying this chapter, you should be able to: What is marketing management? These points have been taken up for discussion in the following sections — Philip Kotler MARKETING 299 a number of activities, such as product

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Ideally, marketing should result in a customer who is ready to buy”7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ...

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Principles of Marketing

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Chapter 2: Developing Marketing Strategies and Plans

Part 1: Understanding Marketing Management 38 33 ____ allows the company to discover who its customers are, how they behave, and what they need or want It also enables the company to respond appropriately, coherently, and quickly to different customer opportunities a Network management b Strategic management c Marketing management d

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PRINCIPLES OF MARKETING

PRINCIPLES OF MARKETING •Marketing is human activity directed at satisfying needs and wants through exchange processes Philip Kotler 1976
•Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Philip Kotler 2008

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