

Marketing Armstrong 11th Edition

"Marketing is the activity, set of institutions, and processes that create, communicate, deliver, and offer exchanges that create value for consumers, customers, partners, and society in general." — American ... What, exactly, is marketing? Simply put, marketing is the activity of getting people aware of and interested in a brand and its products, often by promoting its offerings so that customers perceive ... The plan is created to accomplish specific marketing objectives, outlining a company's advertising and marketing efforts for a given period, describing the current marketing position of a business, and ...

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