

Marketing Management 1st Edition

Dawn Iacobucci

"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." — ... Dec 23, 2024 · Marketing is the art of promoting and selling products or services. It's not just about transactions; it's about understanding people's desires and inspiring them to act. In this guide, we'll ... Marketing's principal function is to promote and facilitate exchange. Through marketing, individuals and groups obtain what they need and want by exchanging products and services with other parties. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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