

Marketing Management Winer Dhar 4th Edition

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. 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. 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 them as ... 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

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Understanding Marketing in Business: Key

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What Is Marketing? An Introduction to Marketing

Marketing Management Winer Dhar 4th Edition

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