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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 ... 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 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." — ... 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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