

Global Marketing 3rd Edition

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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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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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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

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