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Definition of Marketing - American Marketing Association

Michael P Levens is the author of 'Marketing: Defined, Explained, Applied (2nd Edition)', published 2011 under ISBN 9780132177153 and ISBN 0132177153. [read more] Marketplace prices

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Marketing is defined as the process of determining the needs and wants of consumers and being able to deliver products that satisfy those needs and wants. Marketing includes all of the activities necessary to move a product from

THE NINE FUNCTIONS OF MARKETING

Marketing Theories â€” The Marketing Mix â€” From 4 Ps to 7 Ps. Visit our Marketing Theories Page to see more of our marketing buzzword busting blogs.. Marketing is a continually evolving discipline and as such can be one that companies find themselves left very much behind the competition if they stand still for too long.

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