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An Alternate Definition Is Paraphrased From Memory Of An Introductory Business Text Is: Marketing Is All Activities Conducted To Prepare For Sales. Sales Is All Activities Required To Close The Deal. Shipping And Customer Satisfaction Would Be Included In Sales To Avoid The Customer From Reversing Or Unclosing The Deal.
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Kotler & Armstrong, Principles Of Marketing | Pearson

Principles Of Marketing Helps Students Master Today's Key Marketing Challenge: To Create Vibrant, Interactive Communities Of Consumers Who Make Products And Brands A Part Of Their Daily Lives. Presenting Fundamental Marketing Information Within An Innovative Customer-value Framework, The Program Helps Students Understand How To Create Value And Gain Loyal Customers. Mar 13th, 2019

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