

## **MARKETING FOR HOSPITALITY AND TOURISM KOTLER**



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**Chapter 1 Introduction Marketing for Hospitality and Tourism**

Marketing for Hospitality and Tourism, 3e Philip Kotler, John Bowen, James Makens 2002 Pearson Education, Inc. Upper Saddle River, NJ 07458 12 Exchange, Transactions, and Relationships Exchange is the act of obtaining a desired object from someone by offering something in return.

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