

Marketing Management - Analysis, Planning, Implementation, and Control

Prentice-Hall - Marketing Management: Analysis, Planning, Implementation, and Control by Philip Kotler



Description: -

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Notes: 5

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Marketing action plans or programmes are to be implemented through proper communication, coordination as well as motivation of marketing personnel. You may find a complete list of these Privacy Policies and their links here: Privacy Policy Links. This concept created a kind of product obsession wherein production managers sought to concentrate on quality improvement and built better product than ever before.

Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler, Kotler & Kotler, Marketing Management: Analysis, Planning, Implementation, and Control

Distribution : Distribution process facilitates easy availability of goods and services to the customers at right time and at right and convenient location. It consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors. To be meaningful and effective, plans must contain commitments.

Marketing Management: Concept and Objectives

The information processing requirement of companies is expanding as their competitive environment becomes more dynamic and volatile.

The Control Phase of the Marketing Plan

A customer can be lured into buying by the power of persuasion or aggression only once but not repeatedly. Holding back information from them can hamper the contribution to strategic planning and implementation. The marketing concept is put into practice by shifting the focus of value creation process to market or customers.

Marketing management (1991 edition)

Ideally marketing should result in a customer who is ready to buy.

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