

Marketing management - analysis, planning, implementation, and control

Prentice Hall Canada - 9780137228515

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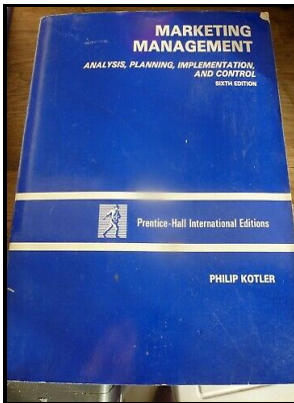
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Notes: Includes bibliographical references and index.

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Marketing Management: Meaning and Importance of Marketing Management

The product should exactly satisfy the consumer. The marketing concept which is also called the modern marketing concept as practised by most of the firms in the present situation is actually a combination of all the other concepts.

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What is Marketing Management? Introduction, Importance, Scope and Function

This has led to the emergence of many different concepts of marketing. The customer is present both at the beginning and at the end of the marketing process. These changes may be superficial or fundamental for example, the use of a new package as opposed to a revolutionary redesign of the product.

Marketing Plan Implementation Guide

Selling is based on the premise that a consumer can be manipulated and cajoled into buying what is being sold. Synopsis: An analysis of trends and developments in global marketing management. Dispatched, from the UK, within 48 hours of ordering.

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