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Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

Marketing strategy - Wikipedia

Three Key Characteristics Of The Marketing Concept. KEY MARKETING CONCEPTS Marketing Research December 13, 2011 Marketing is very important and a key concept in creating a successful business. "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably" (Chartered Institute of Marketing).

"Three Key Characteristics Of The Marketing Concept ...

Marketing Concepts of marketing and benefits of adopting this approach Marketing could be defined as the creation, promotion and selling of a product or service that satisfies a researched need in the market.

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Commercialization - Wikipedia

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