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Principles of Marketing, Fifth Edition, [by] Philip Kotler, Gary Armstrong : Instructor's Resource Manual Philip Kotler Prentice Hall , 1991 - Marketing - 423 pages

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Welcome to Principles of Marketing, made up of many business majors. Marketing is defined as "the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling."

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