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MarketingMARKETING 1.1 DEFINITION OF MARKETING:

Marketing Is The Process Of Communicating The Value  
Of A Product Or Service To Customers, For The Purpose  
Of Selling That Product Or Service. Marketing Can Be

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(adapted From Järvinen & Taiminen 2016, 170)... 11

Figure 3. Synthesis Of The Theoretical Background .....

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