

# International Marketing Management Pdf Download

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## **1. MARKETING 1.1 DEFINITION OF MARKETING: Marketing**

MARKETING 1.1 DEFINITION OF MARKETING: Marketing Is The Process Of Communicating The Value Of A Product Or Service To Customers, For The Purpose

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Fundamentals Of Marketing Management Managing World-Class Organizations Dr. P.V. (Sundar) Balakrishnan Balakrishnan S #2 What Is Marketing? Process By Which Individuals And Groups Obtain What They Need And Want Through Creating And Exchanging products And Value With Others. Simply Put: Marketing Is The Delivery Of Customer Satisfaction At A Profit. Apr 17th, 2024

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- Ghauri Pervez And Cateora, Philip International Marketing 3rd Edition; McGraw Hill, 2010
- Doole Isobel; Lowe Robin, International Marketing Strategy Thomson Learning; 5th Ed. 2008
- Hollensen Svend, Global Marketing: A Decision Oriented Approach, FT/Prentice Hall, 2010

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### **INTERNATIONAL MARKETING MANAGEMENT - EduQual**

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