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Exchanging products And Value With Others. Simply Put: Marketing Is The Delivery Of Customer Satisfaction At A Profit. Apr 7th, 2024
Conventional Marketing V/s Green Marketing: Myth And Reality Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “all Activities Designed To Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And Apr 19th, 2024.

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