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Intro To Marketing Study Guide

Macro marketing is the study of the aggregate flow of a nations G&S to benefit society. In a business context, 'Marketing' is process by which firms create value for customers & build strong customer relationships in order to capture value from customers in return .

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Chapter 10 Study Guide Marketing - 10/2020

Introduction to Pricing Marketing: the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational. 4 p's: Product, promotion, price, place strategy is a long-term plan of action designed to achieve a particular goal, most often "winning" or in the case of pricing, long ...

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