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groups obtain
what they need
and desire by
the generation,
offering and
exchange of
valuable
products with
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marketing.

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process of
selling products
and services. It
enables
communication of
a new product to
the target
audience and
consumers.

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Ideally,
marketing should
result in a
customer who is
ready to buy.”⁷

The American
Marketing
Association
offers this
managerial
definition:
Marketing
(management) is

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the process of
planning and
executing the
conception,
pricing,
promotion, and
distribution of
ideas, goods,
and services to
create exchanges

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