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CONTENTS UNIT – I

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Exchange is the focus Exchanges are carried out by business firms, and also by non business organisations and even individuals. Four conditions must exist for an exchange to be able to occur. Two or more people or organisations must be involved The parties must be involved voluntarily Each party must have something of value to exchange, and the parties must believe

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MARKETING LECTURE NOTES

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MARKETING LECTURE NOTES Dimitris Drosos Lecturer Technological Education Institute of Piraeus Business School Management Information System & New ... "Marketing is the management 'Marketing is the management process that identifies, anticipates and satisfies customer requirements

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