

## Essentials Of Marketing

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Category: Marketing Essentials. Free lessons about the essentials of marketing. SWOT Analysis. SWOT Analysis. SWOT analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues.

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Essentials of Marketing: A Marketing Strategy Planning Approach is about marketing and marketing strategy planning. At its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach.

### Essentials Of Marketing

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