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should result in a
customer who is ready
to buy."7 The
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Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas. goods, and services to create exchanges

Marketing management (Book, 2009)
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[WorldCat.org] In February 2005 he will become the coauthor with Philip Kotler of the bestselling introductory marketing textbook "Marketing Management." Keller received his bachelor's degree from Cornell University in 1978, his master's degree from Carnegie-Mellon Page 28/31

University in 1980 and his doctorate from Duke University in 1986.

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