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### **PRINCIPLES OF MARKETING**

PRINCIPLES OF MARKETING • Marketing is human activity directed at satisfying needs and wants through exchange processes Philip Kotler 1976  
• Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Philip Kotler 2008

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

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Philip Kotler is SC Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University He received his master’s degree at the University of Chicago and his PhD at MIT, both in economics Dr Kotler is the author of Marketing Management (Pearson), now in its fifteenth edition

### **Kevin hassan Baalbaki - Pearson Middle East AWE**

Philip Kotler Philip Kotler is one of the world’s leading authorities on market-ing He is the S C Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University He received his master’s degree at the University of Chicago and his PhD at MIT, both in economics

### **Marketing Management Summary - WordPress.com**

American Management Association: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organisational goals Kotler: We see marketing management as the art and science of choosing target markets

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**MARKETING MANAGEMENT**

as an Exchange Process, Marketing Management Process, Marketing Mix, Extended Mix for Services, free politics The party came up with a massive mobile messaging Phillip Kotler defines “Marketing as a societal process by which

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The task of any business is to \_\_\_\_ A) create customer needs B