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Author(s) : Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman,
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ISBN 978-0-13328-114-9

Marketing - Wikipedia

For instance, prolific marketing author and educator, Philip Kotler has evolved his definition of marketing. In 1980, he defined marketing as "satisfying needs and wants through an exchange process", [16] and in 2018 defined it as "the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return ...

The five different marketing management concepts ...

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