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The Marketing Concept 43 The Holistic Marketing Concept 43 Updating the Four Ps 47 MARKETING INSIGHT Understanding the 4 As of Marketing 48 Marketing Management Tasks 49 Developing Marketing Strategies and Plans 49 Capturing Marketing Insights 50 Connecting with Customers 50 Building Strong Brands 50 MARKETING MEMO Marketers' Frequently

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Marketing (Pearson Education, 11th Edition) 4 Marketing Management: A South Asian Perspective Other books by him are Principles of Marketing: A South Asian Perspective, 13/e, and Marketing: An Introduction, 7/e He has co-authored these books with Dr Kotler Gary Armstrong is an academic and a writer on the subject of marketing

Marketing Management, Millenium Edition - PERSPECTIVA

Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals8 Coping with exchange processes—part of this definition—calls for a consider-

Marketing Management South African Perspective

"Marketing Management: A South African Perspective takes a fresh look at marketing and covers relevant and topical issues in the marketing world This book not only covers the fundamental marketing issues but also focuses on emerging issues such as leadership in marketing, marketing metrics