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Marketing is customer centric means, customers is the king for marketing firm. He is the pivotal point for all marketing

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decisions. The firm has to constantly focus its attention on the changing needs and wants of the consumer, and ways to satisfy them.

Marketing Management: Questions and Answers

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The term marketing research relates to the methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity. It is a very wide term in its concept and application, and includes different aspects such as product, consumer, market, dealer, price, etc.

Exam Questions on Marketing Concepts | Marketing Management

The Principles of Marketing examination covers material that is usually taught in a one-semester introductory course in marketing. Such a course is usually known as Basic Marketing, Introduction to Marketing, Fundamentals of Marketing, Marketing, or Marketing Principles.

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Principles of Marketing helps students master today ' s key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives.

Kotler & Armstrong, Principles of Marketing, Global ...
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