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Principles of Marketing 1 Marketing in a Changing World 1.1 Marketing Model - Core concepts Marketing Five core concepts - Needs, wants, demands - Products and services

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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.

PRINCIPLES OF MARKETING

Table of Contents . Part 1. Defining Marketing and the Marketing Process 1. Marketing: Creating Customer Value and Engagement 2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships Part 2. Understanding the Marketplace and Customer Value 3. Analyzing the Marketing Environment 4. Managing Marketing Information to Gain Customer Insights 5.

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This book aims to show how to create value and gain loyal customers. The work is organized around a customer-value framework. Students may learn how to create customer value and build customer relationships. The author defends that the changing nature of consumer expectations means that marketers must learn how to build communities in addition to brand loyalty.

Principles of Marketing - Philip Kotler, Gary M. Armstrong

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