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marketing is to create value for customers and to capture value from customers in return Next, the five steps in the marketing process are

discussed—from understanding customer needs, to designing customer-driven marketing strategies and integrated marketing programs, to building customer relationships and capturing value for the firm

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Marketing Management, Millenium Edition

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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COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER RELATIONSHIPS CHAPTER OVERVIEW Use Power Point Slide 2-1 Here In the first chapter, we explored the marketing process by which companies create value for consumer in order to capture value in return In this chapter, we look at designing customer-

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Principles of Marketing, 17e (Kotler/Armstrong) Chapter 2 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships 1) ____ is the process of developing and maintaining a crucial fit between the organization's goals and capabilities and its changing marketing opportunities A) Benchmarking

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Marketing Principles and Process

Marketing Principles and Process Brent L Rollins, PhD, RPh Learning Objectives 1 Define marketing and describe how it functions as a process 2 Define and describe the general principles of marketing, including needs, wants, demand, and value, and apply these principles to the pharmaceutical industry 3