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which individuals and
groups obtain what

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by the generation,
offering and exchange
of valuable products
with their equals”.

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- Marketing is. human activity. directed at. satisfffying needs. and wants through. exchange. processes.

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With Relationship
Marketing (1980 to
present), the company
focused on attracting,
developing and
retaining profitable
customers. The new
Marketing, or
Marketing
Collaborative (as he
calls Kotler) should
focus on working with
the client so that
together, create new

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and unique ways to
create value.

Philip Kotler: the 10 principles of the New Marketing ...

Philip Kotler (born 27
May 1931) is an
American marketing
author, consultant, and
professor; the S. C.
Johnson & Son
Distinguished Professor
of International
Marketing at the
Kellogg School of
Management at

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(1962-2018). He gave the definition of marketing mix. He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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Marketing creating and
capturing value.....

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2 2. Strategy
partnering to build
customer relationships.

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..... 8 3.

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saying about Philip
Kotler and Gary
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work (Principles of
Marketing and
Marketing: An
Introduction): "I have
aggressively sought to
utilize various
assessment tools in my
curriculum and have
been very pleased with
the Armstrong/Kotler
support and value-
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