

## Essentials Of Marketing Management Book

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Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and “ how-to-do-it ” techniques that relate to our overall framework for marketing strategy planning.

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Marketing management A management function designed to satisfy customer needs through the process of analysis, planning, implementation and control  
Marketing mix a term coined by Neil Borden that includes the four Ps and segmentation, targeting and positioning

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