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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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