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Chapter 1 - A Framework for Marketing Management ...

The content not included in Strategic Marketing Management: The Framework involves chapters on understanding customers, gathering market insights, personal selling, retail management, and customer relationship management, as well as the appendix containing sample marketing plans.

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Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.⁸ Coping with exchange processes—part of this definition—calls for a considerable amount of work and skill.

Marketing Management, Millenium Edition

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