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1. MARKETING 1.1 DEFINITION OF MARKETING: Marketing

MARKETING 1.1 DEFINITION OF MARKETING: Marketing Is The Process Of Communicating The Value Of A Product Or Service To Customers, For The Purpose Of Selling That Product Or Service. Marketing Can Be Looked At As An Organizational Function And A Set Of Processes For 2th, 2024

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Toward A 7-P Framework For International Marketing Justin Paula, b And Erick Masc AGraduate School Of Business, University Of Puerto Rico, Rio Piedras, Puerto Rico; BRollins College, Winter Park, FL, USA; CUniversity Of North Texas, Denton, TX, USA ABSTRACT The Purpose Of This Paper Is To Develop A Generalized 7 P-theoret 2th, 2024

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