



Macy's Banana Republic Abercrombie & Fitch 47.7% 'Ululemon Athletica LULU  
10.4% 14.6% Ticker Historical Revenue Growth (3yr CAGR) Revenue Growth  
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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  
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LINCOLN ELECTRIC Jobs Alisa Pevzner, Cory LaFleur, Emily Carlin ASliuvywxKD7eu2  
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## **ALIGNING MARKETING AND SALES THE CASE OF MARKETING ...**

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