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Marketing. 4. Be Familiar With The Four Ps In A Marketing Mix. 5. Know The Difference Between A Marketing Strategy, A Marketing Plan, And A Marketing Program. 2-2 Jan 13th, 2024

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Conventional Marketing V/s Green Marketing: Myth And Reality

Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “all Activities Designed To Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And Mar 15th, 2024

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