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Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers. The fifteenth edition has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships.

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Principles of Marketing 1 Marketing in a Changing World 1.1 Marketing Model - Core concepts Marketing Five core concepts - Needs, wants, demands - Products and services

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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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