

Free Marketing Management By Philip Kotler 13th Edition

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Framework for Basic Nonprofit Marketing and Promotions Plan

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Marketing Management

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In this course, you will learn how businesses create value for customers. We will examine the process by which Marketing builds on a thorough understanding of buyer behavior to create value. You will learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit within different analytical frameworks that are useful ...

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