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chapter marketing: the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in Summary: book "Principles of Marketing ", Philip Kotler and Gary Armstrong - chapters 1-3 - Marketing for E&BE

## **Summary: book "Principles of Marketing ", Philip Kotler**

[toc] Chapter 1: Basic concepts of marketing Simply put, marketing is managing profitable relationships, by attracting new customers by superior value and keeping current customers by delivering satisfaction. Marketing must be understood in the sense of satisfying customer needs. Marketing can be defined as the process by which companies create ...

## **Summary Principles of Marketing (Kotler) | WorldSupporter**

Principi di marketing kotler assumes all responsibility for this listing. A downturn or slow-growth period is an principi di marketing kotler to learn even more about what consumers are thinking, feeling, and doing, especially the loyal base that yields so much profitability.

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