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process by which individuals or firms obtain what they need or want through creating, offering, exchanging products of value with each other. the total marketing can be fulfilled the core concepts of business. Thu, 29 Nov 2018 07:06:00 GMT MBA I YEAR I SEMESTER (JNTUA-R14) - crectirupati.com - LOGO MARKETING LECTURE NOTES Dimitris Drosos Lecturer Technological Education Institute of Piraeus Business School Management Information System & New MARKETING LECTURE NOTES - University of Babylon - By keeping in mind the outline for Marketing Management MBA II of university of Azad Kashmir, I put my knowledge and research into work to compile these comprehensive notes. These will prove a good source of knowledge and preparation of exam. Please support & appreciate my effort by not trying to reproduce my work without any prior permission. Marketing Management Notes Complete | Marketing - Scribd -

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