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According to Philip Kotler, “ Marketing Management is the art and science of choosing target markets and building profitable relationship with them. Marketing management is a process involving analysis, planning, implementing and control and it covers goods, services, ideas and the goal is to produce satisfaction to the parties involved ” .

What is Marketing Management? Introduction, Importance ...

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Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today ' s marketing theory and practice. Marketing Management: An Asian Perspective, 7th edition continues to showcase the excellent content that Kotler has created with examples and case studies that are easily recognized.

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