

Marketing Essentials Chapter 1

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marketing the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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Chapter 1 Vocabulary Marketing- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at-large. Needs- State of felt deprivation Wants- The form human needs tak e as shaped by culture and individual personality

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