

# MARKETING PDF

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### **The Strategic Marketing Process -**

Sun, 07 Oct 2018 23:32:00 GMT - Marketing is composed of four activities centered on customer value: creating, communicating, delivering, and exchanging value. When we use the term value , we mean the benefits buyers receive that meet their needs.

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### **A brief summary of marketing and how it works -**

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### **Strategic Marketing Plan 2010 - Apache OpenOffice -**

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