

Marketing Kerin Hartley And Rudelius 11th Edition

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Marketing Kerin Hartley And Rudelius

One of its most misunderstood and misinterpreted aspects is marketing research (see Hisrich and Ramadani, 2017; Kerin, Hartley and Rudelius, 2015; Kotler and Armstrong, 2016; Kotler and Keller, 2012). The term “marketing” means different things to different individuals. Some people view it as advertising, some as selling, and others as trading.

Entrepreneurial marketing: Entrepreneurship and marketing ...

Теория (концепция) 4P (англ. Marketing mix, комплекс маркетинга) — маркетинговая теория, основанная на четырёх основных «координатах» маркетингового планирования: Product — товар или услуга, ассортимент, качество, свойства ...

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