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Kotler Principles Of Marketing 5th

Principles Of Marketing 5th European Principles Of Marketing (5th European Edition) Chapter 1 Vocabulary. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organisations and ideas.

Principles Of Marketing 5th European Edition Kotler

Principles of Marketing Fifth European Edition Test Bank. Philip Kotler, Northwestern University. Veronica Wong, Sussex University. John Saunders, Professor of Marketing, AUDENCIA Grande Ecole Nantes, France ©2009 | Financial Times Press Format On-line Supplement ...

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Principles of Marketing Value, satisfaction, quality(Customer) Value - Difference between "value gained by owning and using a product" and "cost of obtaining the product" - Value gained not necessarily monetary - Similarly cost of obtaining not necessarily monetary - Customers act on perceived value [and perceived cost]

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