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“all Activities Designed To Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And Apr 11th, 2024. 1.1 DEFINITION OF MARKETING: Marketing 1.1 DEFINITION OF MARKETING: Marketing Is The Process Of Communicating The Value Of A Product Or Service To Customers, For The Purpose Of Selling That Product Or Service. Marketing Can Be Looked At As An Organizational Function And A Set Of Processes For Apr 19th, 2024.

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