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Marketing: The Core Roger A. Kerin; Steven W. Hartley ...

Section 10.1 Role of Distribution Channels, Section 10.2 Channel institutions, and Section 10.3 Organizing the channel are edited versions of the chapter '10. Channel concepts: distributing the product' from the textbook 'Introducing Marketing, First Edition, 2011' authored by John Burnett – this book was published under The Global Text Project, funded by the Jacobs Foundation ...

Chapter 10: Channel concepts - distributing the product ...

6.7 Using Demographics to Guide Global Marketing Strategy 6.8 Target Market Selection 6.9 Basics of Positioning 6.10 ... Core Principles of International Marketing . Chapter 10: Global Channels and Supply Chains.

Chapter 10 - Core Principles of International Marketing

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What is Marketing. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its shareholders. It is also the process of finding, creating and retaining profitable customers. The aim of marketing is to know and understand the customer so well the ...

Understanding Marketing and Core Concepts of Marketing ...

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Abstract. This chapter focuses on the evolution of the marketing concept and the components of marketing management in firms. The first part is about the way our understanding of marketing has developed over time, including market and customer orientation.

The Core Concept of Marketing Management | SpringerLink

Chapter 03. Socially responsible marketing. Chapter 04. Buyer behaviour and relationship development . Chapter 05. Marketing research. Chapter 06. Segmentation, positioning, and targeting. Chapter 07. Competitor analysis and brand development . Chapter 08. Developing the product . Chapter 09. Pricing. Chapter 10. Channel intermediaries. Chapter ...