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Textbook: M: Marketing 4e (2015 Paperback) By Grewal And Levy, New York: McGraw Hill Education (ISBN = 978-1259446290 ) Articles: Articles, Cases And Videos For Class Discussions Are Available On Canvas Apr 3th, 2024

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2. Marketing Channels Marketing Channels Are, Formally, Chain Of Interdependent Organizations Whose Role Is To Make Product And Services Available For Users (Kotler, Keller 2006). Basically, Marketing Channels Are The Routes That Products And Services Go Through On Their Way From Producers (manufacturers) To Final Consumers Or May 4th, 2024

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Fundamentals Of Marketing Management Managing World-Class Organizations Dr. P.V. (Sundar) Balakrishnan Balakrishnan S #2 What Is Marketing? Process By Which Individuals And Groups Obtain What They Need And Want Through Creating And Exchanging products And Value With Others. Simply Put: Marketing Is The Delivery Of Customer Satisfaction At A Profit. Feb 4th, 2024

### **Conventional Marketing V/s Green Marketing: Myth And Reality**

Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “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 Jun 3th, 2024

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