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Marketing Management, Millenium Edition

Ideally, marketing should result in a customer who is ready to buy”7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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Establish the role of goals and objectives in marketing strategy 4 Help students understand the importance of the business portfolio in growing a business 5 Introduce the marketing mix as a core concept of marketing Discussion Questions 1 How was Samsung able to go from a copycat brand to an innovation leader? Samsung had a visionary leader

Summary Chapter 12: SETTING PRODUCT STRATEGY

Summary Chapter 12: SETTING PRODUCT STRATEGY Kotler, Philip; Keller, Kevin Lane Marketing Management 13th Edition New Jersey: Pearson Prentice hall, 2009 First of all it is necessary to situate the subject that will be dealt with throughout this chapter In chapter 5 we’ve seen that in order to build sustainable competitive