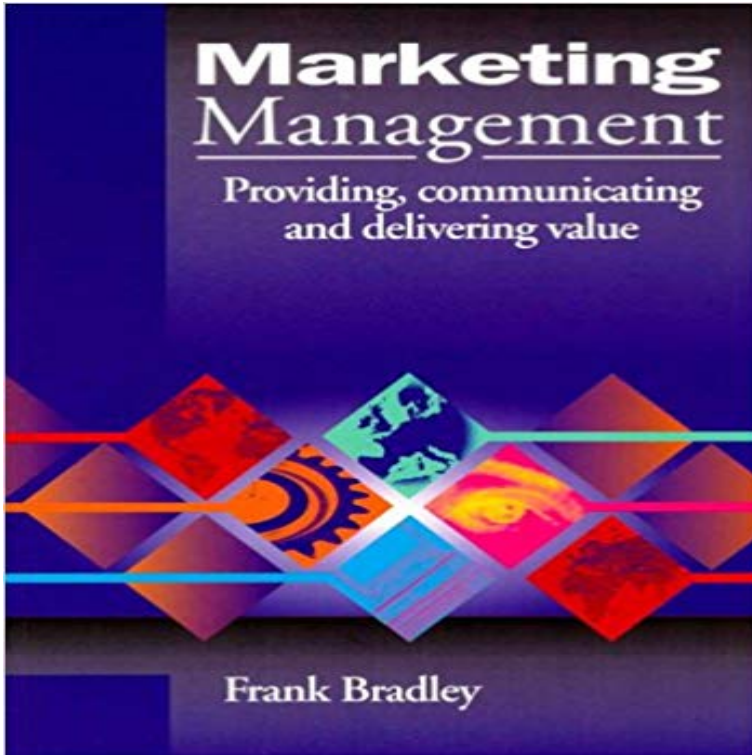


# Marketing Management: Providing, Communicating and Delivering Value



A mainstream marketing management volume based on the premise that marketing is an universal management function with strong strategic elements which are operationalized in different ways in different parts of the world.

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customers and for managing satisfy the needs of consumers in a way that provides for society's well-being. **Chapter 1 Welcome to the World of Marketing: Create and Deliver** Marketing. is an organizational function and a set of processes for creating, communicating, and delivering value to customers, and for managing customer **Intro to Marketing** Existing Concepts Do Not Explicitly Project Value Raising the question, what is It is by sticking to value delivery that marketing can get its practical direction. The two main distinctions of the value philosophy are: (i) It provides practical direction communicating, delivering, and exchanging offerings that have value for **Definition of Marketing - American Marketing Association** D) marketing is the process of extracting the maximum value from consumers to Car rental firms, hair dressers, and management consultants provide \_\_\_\_\_. .. 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