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Marketing Management Notes In Hindi

Definition " Marketing is about satisfying consumer needs and wants through an exchange " -Philip Kotler. " Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value. " – Philip Kotler. What is marketing in Hindi? "मार्केटिंग का अर्थ है ...

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Complete Study and Lecture notes on marketing especially compiled for BBA, BCom, MCom and MBA students. This article aims to give you an in-depth overview on some of the most important topics relating to marketing and marketing management. Study Notes as an Introduction on Marketing

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Marketing management is a business process, to manage marketing activities in profit seeking and non profit organisations at different levels of management. Marketing management decisions are based on strong knowledge of marketing functions and clear understanding and application of supervisory and managerial techniques.

MBA Notes - Nature and Scope of Marketing Management

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