

# International Marketing Management Anupam Publishers Free Pdf Books

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## 1. MARKETING 1.1 DEFINITION OF MARKETING: Marketing

MARKETING 1.1  
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Of A Product Or Service To Customers, For The Purpose Of Selling That Product Or  
Service. Marketing Can Be Looked At As An Organizational Function And A Set Of  
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P.V. (Sundar) Balakrishnan Balakrishnan S #2 What Is Marketing? Process By Which  
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Exchanging products And Value With Others. Simply Put: Marketing Is The Delivery  
Of Customer Satisfaction At A Profit. Mar 8th, 2024 Marketing Management/  
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