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Marketing management - Wikipedia

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Marketing - Wikipedia

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Philip Kotler (Chicago Illinois, 27 de mayo de 1931), es un estadounidense, economista y especialista en mercadeo, titular distinguido, desde 1988, de la cãtedra de Marketing Internacional S.C. Johnson & Son en la J.L. Kellogg Graduate School of Management, En la Universidad Northwestern, Illinois, seis veces considerada por Business Week la mejor facultad en temas empresariales de los ...

Philip Kotler - Wikipedia, la enciclopedia libre

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Marketing [1] ou mercadologia [2] [3] ou, mais raramente, mercãncia, [4] ã a arte de explorar, criar e entregar valor para satisfazer as necessidades do mercado. Sã usados produtos ou serviãos que possam interessar aos consumidores. Para isso ã necessãrio criar uma estratãgia definida que serã;

utilizada nas vendas, comunicaçÃµes e no desenvolvimento do negÃ3cio.

Marketing â€“ WikipÃ©dia, a enciclopÃ©dia livre

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Laura Patterson takes a practical, no-nonsense approach to proving and improving the value of Marketing. Laura began her 25+ year career in sales and had the great fortune of working across functions spanning customer relationship management and Marketing with a capital â€œMâ€•.

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