

Free Marketing Management By Philip Kotler 13th

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For the Category of Marketing: To round out your knowledge of this Library topic, you may want to review some related topics, available from the link below. Each of the related topics includes free, online resources. Also, scan the Recommended Books listed below. They have been selected for their relevance and highly practical nature.

Framework for Basic Nonprofit Marketing and Promotions Plan

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Offered by University of Illinois at Urbana-Champaign. In this course, you will learn how businesses create value for customers. We will examine the process by which Marketing builds on a thorough understanding of buyer behavior to create value. You will learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit ...

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In this course, you will learn how businesses create value for customers. We will examine the process by which Marketing builds on a thorough understanding of buyer behavior to create value. You will learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit within different analytical frameworks that are useful ...

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