

Foundations Of Marketing 6th Edition

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marketing은 고객과의 관계를 강화하고, 새로운 고객을 유치하며, 브랜드 가치를 높이기 위한 다양한 활동을 포함한다. 이는 제품이나 서비스를 시장에 소개하고, 소비자에게 알리고, 구매를 유도하는 과정이다.

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