

Principles Of Marketing 13th Edition

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Marketing Research is the systematic gathering, recording, and analyzing of data about issues related to marketing. It is a key component of the marketing process, helping businesses understand their target audience, market trends, and competitive landscape. Marketing research can be used to identify opportunities, develop marketing strategies, and evaluate the effectiveness of marketing campaigns.

b2b marketing

marketing branding generating delivering satisfying consumer needs in a profitable way marketing 4p product place price promotion

marketing campaign brand value 4

pr marketing marketing pr marketing

ec marketing 数字营销 电子商务营销 ec mkt 网络营销 电子商务营销

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