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## **Management**

This important relationship between strategic planning and marketing planning is the subject of the final section of this chapter.

THE  
MARKETING MANAGEMENT  
PROCESS Marketing management  
can be defined as “the process of

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planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that satisfy customer and organizational objectives.”<sup>10</sup> It should be noted that this definition is entirely consistent with the ...

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concept, somewhere within the marketing system. Before proceeding to examine some of the details of this process, comments on two aspects will be helpful background.

## **What is Marketing Management? Introduction, Importance ...**

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This text is intended to serve as an overview/framework of critical issues of marketing management. It aims to reinforce the cross-functional nature of marketing and includes material on relationship marketing as well as creativity, vision, values and strategic partnerships.

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## **A Preface to Marketing Management by J. Paul Peter**

Marketing management has significantly grown in importance in the business world, since professionals in that area are a great asset in developing business and market

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**What should you know about Marketing Management?**

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Category: Business & Money File size:  
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