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Principles of Marketing

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Principles of Marketing Lesson 1 #1 | Customer Value in the Marketplace This video covers the first part of Chapter 1 in Kotler and and Armstrong's Principles of Marketing Textbook from pages 26

Philip Kotler: Marketing America knows how to market itself, its products, and its ideas. For better or for worse, for richer or poorer, American **marketing**

Principles of Marketing \_Philip Kotler & Gary\_Armstrong

Ch 1 Part 1 | Principles of Marketing | Kotler Principles of Marketing free course online. University marketing lecture. Kotler Chapter 1.

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Product Price Promotion Place Marketing Mix Kotler  
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