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Principles of Marketing Value, satisfaction, quality (Customer)
Value – Difference between “value gained by owning and using a product” and “cost of obtaining the product” – Value gained not

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Philip Kotler (born May 27, 1931) is an American marketing

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author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University(1962-2018). He gave the definition of marketing mix.He is the author of over 80 books, including Marketing Management, Principles of Marketing, Kotler on Marketing ...

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