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They are ‘ controllable ’ because our efforts affect them or their outcomes.

What are marketing principles? Definition and examples

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Marketing is customer centric means, customers is the king for marketing firm. He is the pivotal point for all marketing decisions. The firm has to constantly focus its attention on the changing needs and wants of the consumer, and ways to satisfy them.

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Principles of Marketing helps students master today 's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives.

Kotler & Armstrong, Principles of Marketing, Global ...

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