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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 ...

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Product Price Promotion Place Marketing Mix Kotler
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Principles of Marketing Lesson 1 #2 | Making a Marketing Strategy Based on Customer Value This video covers the second part of Chapter 1 in Kotler and and Armstrong's Principles of Marketing Textbook from pages 33 ...

BUS312 Principles of Marketing - Chapter 8 Products, Services, and Brands: Building Customer Value.

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Topics Include ...

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