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We see marketing management as the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value.

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edited version of an article by Philip Kotler, published in October 1973, identifies eight different marketing tasks, each arising out of a unique state of demand. Kotler is the S.C. Johnson and Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University.

by Philip Kotler The Major Tasks of Marketing Management

The Philip Kotler's marketing management book is the only book of my syllabus that I've read without yawning for a moment. All the topics have been covered, every edition get updated so well that it leaves probably no topic of marketing.

Marketing Management by Philip Kotler

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