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Books by Philip Kotler (Author of Marketing Management)

Philip Kotler's definition of Marketing is - "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other". Businessmen refer marketing as the process of distribution. Marketing represents all business activities involved in the determination, creation and satisfaction of ...

Marketing Definition: Marketing Definition by Philip ...

Smartphone: A smartphone is a mobile phone with highly advanced features. A typical smartphone has a high-resolution touch screen display, WiFi connectivity, Web browsing capabilities, and the ability to accept sophisticated applications. The majority of these devices run on any of these popular mobile operating systems: Android, Symbian, iOS, ...

What is a Smartphone? - Definition from Techopedia

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A marketing information system (MKIS) is a management information system (MIS) designed to support marketing decision making.Jobber (2007) defines it as a "system in which marketing data is formally gathered, stored, analysed and distributed to managers in accordance with their informational needs on a regular basis." In addition, the online business dictionary defines Marketing Information ...

Marketing information system - Wikipedia

Distribution (or place) is one of the four elements of the marketing mix.Distribution is the process of making a product or service available for the consumer or business user who needs it. This can be done directly by the producer or service provider or using indirect channels with distributors or intermediaries.The other three elements of the marketing mix are product, pricing, and promotion.

Distribution (marketing) - Wikipedia

Armstrong and Kotler (2012) Positioning is arranging for a market offering to occupy a and clear, distinctive, and desirable place relative to competing products in the minds of target consumers: 148. Tudor and Negricea (2012) Positioning refer to what the consumer/user understands about the respective seller or brand: 149. Lovelock et al.

Positioning - a literature review | Emerald Insight

Viral Marketing is a form of online word of mouth marketing (Kotler, 2012). Due to the fact that viral marketing involves the internet as a medium it can be categorized as an electronic relationship of an organization with the customer. Nike launched several viral marketing campaigns in the recent years.

Marketing of Nike. An Analysis of Relationships with ...

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