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david packard of hewlett packard is quoted as saying marketing is far to important to be left to the marketing department the five distinct marketing concepts are production product selling marketing and holistic these philosophies have evolved over time and began with the production concept

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the book focuses on the major decisions that marketing managers and top management face in their efforts to harmonize the organization 39 s objectives capabilities and resources with marketplace needs and opportunities analytical approach the text presents conceptual tools and frameworks for analyzing recurring problems in marketing management

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