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principles of marketing, 15e (kotler/armstrong) chapter 3 analyzing the marketing environment 1) dan has been directed to study the actors close to a company that affect its ability to serve its customers, such as the company, suppliers, marketing intermediaries, customer markets, competitors, and publics.

### **Kotler Philip Principles Of Marketing 5th Edition**

principles of marketing by philip kotler ppt | xpowerpoint philip kotler (born may 27, 1931) is an american marketing author, consultant, and professor; currently the s. c. johnson distinguished professor of international marketing at the kellogg school

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principles teaches the experience and process of actually doing marketingof marketing —not just the vocabulary. it carries five dominant themes throughout in order to expose students to marketing in today’s environment: 1. service-dominant logic—this textbook employs the term “offering” instead of the more traditional first p ...



