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Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Definition of Marketing - American Marketing Association

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He is the author of Marketing Communications: engagement, strategies and practice, currently in its fourth edition, and is the co-author, with Karen Fill, of Business-to-Business Marketing: Relationships, Systems and

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Understanding the Marketing Mix Concept - 4Ps

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