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Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange and satisfy individual and organisational objectives. Nonetheless, this definition does not take the competition factor into account.

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Principles & Practice of Marketing, 5th edition is the ultimate learning resource for all marketing students, demonstrating the essential marketing principles in an accessible and relevant manner. With its established authority and reputation, the new edition of this best-selling textbook maintains its position as the discerning choice for introductory marketing modules at undergraduate or MBA level.

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