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MARKETING 337 PRINCIPLES OF MARKETING SPRING 2017
Textbook: M: Marketing 4e (2015 Paperback) By Grewal And Levy, New York: McGraw Hill Education (ISBN = 978-1259446290)
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Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And Apr 7th, 2024.

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