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Marketing process ... The marketing concept, a crucial change in management philosophy, can be explained
best by the shift from a seller's market one with a shortage of goods and services to a
buyer's market one with an abundance of ...

CONTENTS UNIT I - Pondicherry University

Marketing Management Implementing programs to create exchanges with target buyers to achieve
organizational goals Demand Management Finding and increasing demand, also changing or reducing
demand such as in Demarketing Profitable Customer Relationships Attracting new customers and retaining
and building relationships with current customers ...

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