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This video covers the first part of Chapter 1 in Kotler and and Armstrong's

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Principles of Marketing Textbook from pages 26 ...

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Philip Kotler: Marketing Strategy

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BUS312 Principles of Marketing -

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Chapter 5 Consumer Markets and Buyer Behavior.

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Chapter 5 Consumer Behavior

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Chapter 2** Partnering to Build Customer
Engagement, Value, and Relationships.

**Ch 14 Part 1 | Principles of
Marketing | Communicating
Customer Value | Kotler**

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Communicating Customer Value:
Integrated Marketing Communications
Strategy | Introduction to Marketing

Principles of Marketing Lesson 2 #1 | Founding a Marketing Strategy

This video covers the first part of Chapter 2 in Kotler and and Armstrong's Principles of Marketing Textbook.

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Topics Include ...

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