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satisfying the needs of a consumer . It
starts with the identification of needs
and wants of a market and continues
till the needs and wants are satisfied.

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Sales-management differs from other
fields of management, mainly in
different aspects: the selling operation
of a business firm does not exist in
isolation. Thus, simultaneous with the
changes taking place in the business,
as well as marketing-orientation, anew
concept of sales management has

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evolved. The business, is now society-oriented, on

SALES MANAGEMENT: AN OVERVIEW

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering and communicating superior customer value. 4.

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the average of a given set of
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desired exchanges with target
audiences for the purpose of mutual
gain. Marketing activities are
concerned with the demand
stimulating and demand fulfilling
efforts of the enterprise. Marketing is
the function that adjusts an
organization's offering to the changing
needs of the market place.

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students. This article aims to give you an in-depth overview on some of the most important topics relating to marketing and marketing management. Study Notes as an Introduction on Marketing

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