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Part 1: Defining Marketing and the Marketing Process 1. Marketing: Creating Customer Value and Engagement 2. Company and Marketing

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This casebook complements and accompanies Philip Kotler and Gary Armstrong's Principles of Marketing by providing 37 cases on Asian companies operating in Asia and/or outside Asia, as well as about non-Asian companies operating within Asia.

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The forms, letters, and other tools included in Marketing Kit For Dummies, 3rd Edition enable readers to start a successful marketing

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