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Philip Kotler (Chicago Illinois, 27 de mayo de 1931), es un estadounidense, economista y especialista en mercadeo, titular distinguido, desde 1988, de la cátedra de Marketing Internacional S.C. Johnson & Son en la J.L. Kellogg Graduate School of Management, En la Universidad Northwestern, Illinois, seis veces considerada por Business Week la mejor facultad en temas empresariales de los ...

### **Philip Kotler - Wikipedia, la enciclopedia libre**

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### **Up and Out of Poverty: The Social Marketing Solution**

Definition. Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The term developed from the original meaning which referred literally to going to market with goods for sale. From a sales process ...

### **Marketing - Wikipedia**

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required ...

### **Marketing research - Wikipedia**

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En administraci3n, el t3rmino mercadotecnia o mercadeo en otros pa3ses, del t3rmino ingl3s marketing [1] [2] tiene diversas definiciones. Seg3n Philip Kotler (considerado por algunos, el padre de la mercadotecnia moderna), [3] [4] [5] es «el proceso social y administrativo por el cual los grupos e individuos satisfacen sus necesidades al crear e intercambiar bienes y servicios», [6 ...

### **Mercadotecnia - Wikipedia, la enciclopedia libre**

Odborn3 definice. Americk3 marketingov3 asociace formulovala v roce 2007 n3sleduj3-c3- definici marketingu: «Marketing je 3innost, soubor instituc3- a proces3 pro vytv333n3-, komunikov3n3-, dod3v3n3- a v33m3nu nab3dek, kter3 maj3 hodnotu pro z3kazn3ky, klienty, partnery a spole3nost jako celek.âœ. Philip Kotler, americk3 odborn3k v t3to oblasti, ch3pe marketing jako ...

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