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Marketing John Mullins is Associate Professor of Management Practice in Marketing and Entrepreneurship at London Business School He earned his MBA at the Stanford Graduate School of Business and, considerably later in life, his PhD in marketing from the University of Minnesota

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Ideally, marketing should result in a customer who is ready to buy”7 The American Marketing Association offers this managerial definition:
Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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marketing function in relation to the business as a whole It should be stressed that this is not a marketing book, per se, but outlines an excellent platform for strategically managing the interaction/exchange between the company and its customers (ie marketing management), in practice

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