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2. Marketing Channels Marketing Channels Are, Formally, Chain Of Interdependent Organizations Whose Role Is To Make Product And Services Available For Users

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Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “all Activities Designed To Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And May 17th, 2021

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