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Marketing Strategy, A Marketing Plan, And A Marketing
Program. 2-2 Mar 1th, 2024

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Grewal And Levy, New York: McGraw Hill Education
(ISBN = 978-1259446290) Articles: Articles, Cases And
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Conventional Marketing V/s Green Marketing: Myth And Reality

Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “all Activities Designed To Generate And Facilitate Any

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