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We see marketing management as the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value Core Marketing Concepts Marketing can be further understood by defining the core concepts applied by mar-keting managers

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THE MARKETING ENVIRONMENT - BMS

marketing that affect marketing management's ability to build and maintain successful relationships with target customers (Philip Kotler -12th Edition) According to the above definition, the actors and forces which are outside to the marketing management function may be within the organisation as well as outside the organisation