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'Mercadotecnia Wikipedia la enciclopedia libre

May 15th, 2018 - En administración el término mercadotecnia o márketing del inglés marketing 1 2 tiene diversas definiciones Según Philip Kotler considerado por algunos el padre de la mercadotecnia moderna 3 es «el proceso social y administrativo por el cual los grupos e individuos satisfacen sus necesidades al crear e intercambiar bienes y'

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'Kevin hassan Baalbaki Pearson Middle East AWE

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'Principios de marketing Philip Kotler Gary Armstrong

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'Target audience Wikipedia
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