

Marketing e comunicazione





There's only
one valid definition
for business purpose:
to create a customer

P. Drucker

Cos'è il marketing?

“the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals”

P. Kotler Marketing Management

**Scrivici per continuare a leggere
e saperne di più ;)**

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