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Assignment Sorang Kim BHU MBA 662

Marketing Management Professor Sonya

Young May 21, 2013 I. Please answer the

following questions to the following

Chapters: 1. Chapter 1: Defining

Marketing for the 21st Century a. Why is Marketing important? The first decade of

the 21st century challenged firms to prosper financially and ...

Define Marketing Management Importance In 21st Century ...

Marketing activity lies at the core of leading and managing a business. It provides the focus for interfacing with customers. Marketing is also the source of insight about the market, customers, competitors, and complementers, and the business environment in general.

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Marketing is art of developing, advertising and distributing goods and services to consumer as well as business. The 21st century has seen the advent of the new economy, thanks to the technology innovation and development.

Defining Marketing for the 21st Century

-Managing Marketing in the 21st Century: Developing & Implementing the Market Strategy by Noel Capon and James Mac Hulbert is a complete guide

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to marketing. Rather than just being filled with terms and concepts like most marketing books, it is filled with timelessly useful and relevant material.

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For this reason, the book emphasizes the role of marketing in creating value for customers. This leads to the creation of value for other firm stakeholders, including shareholders and employees. Citation. Capon, Noel, and James Hulbert. *Managing Marketing in the 21st Century*. Russian Edition. Bronxville, NY: Wessex Press, Inc., 2010.

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