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And Groups Obtain What They Need And Want Through Creating And
Exchangingproducts And Value With Others. Simply Put: Marketing Is The Delivery
Of Customer Satisfaction At A Profit. May 12th, 2024Conventional Marketing V/s
Green Marketing: Myth And RealityOf The Enterprise.” Stanton And Futrell 1987,
(fundamentals Of Marketing) Define Marketing As “all Activities Designed To
Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And
Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A
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