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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 Need To Know, Like And 8th,
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Generate Sustainable Income ... On All Harvesting Sites. Forestry And Land Scotland
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