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History of Marketing

How did marketing get its start

Marketing today

The CEO

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Social marketing

We all do marketing

Marketing promotes a materialistic mindset

Marketing raises the standard of living

Do you like marketing

Our best marketers

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Product vs Service

Experience Marketing

Design Problem

Marketing Management

Customer Lifetime Value

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Brand Strategy Process

Increasing Brand Equity

Customer Equity and Brand Equity

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Intro

Product

Price

Place

Promotion

People

Process

Physical Evidence

Outro

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Clayton 23,972 views 2 years ago 9 minutes, 29 seconds - A **marketing**, strategy refers to a
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begin by undoing the marketing of marketing

delineate or clarify brand marketing versus direct marketing

begin by asserting

let's shift gears

create the compass

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Discussing task-based engines and market potential.

Business software, OpenAI adept, HubSpot success.

New gadget resembling a Tamagotchi learns actions.

AI's focus on efficiency and effectiveness.

Delegate tasks, focus on improving skills.

Training agents to complete tasks quickly and efficiently.

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Use agents to create audio modules, blog.

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Brief Contents

Capturing Marketing Insights

Connecting with Customers

Shaping the Market Offerings

Delivering Value

Communicating Value

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Keller, is the E. B. Osborn Professor of **Marketing**, at the Tuck School of Business at Dartmouth

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