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marketing management uses marketing tools strategies processes and analyses as part of an organization s strategic approach to developing and implementing marketing efforts the meaning of marketing management can vary based on an organization s industry and marketing goals

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□□□ marketing management is the strategic organizational discipline which focuses on the practical application of marketing orientation techniques and methods inside enterprises and organizations and on the management of a

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□□□ what is marketing management marketing management involves developing and implementing strategic marketing programs processes and activities that align with wider business objectives while utilizing customer insights tracking metrics and optimizing internal processes to achieve success

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