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various element of marketing 1,1 What is
marketing Dr. Philip Kotler defines
marketing as “ the science and art of
exploring, creating, and delivering value to
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“ positioning. ” Its origins are shrouded in
the fog of history. The popular marketing
writers, Jack Trout and Al Ries, started
talking about position or positioning in 1972
or thereabouts, and took credit later for
having invented positioning. However, I
believe that positioning was an emerging
concept and a term, in at least limited use,
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Kotler and Keller. Kotler and Keller (2009,

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p. 482) define retailing to encompass all activities in selling goods or services to the final consumers for personal or business use irrespective of the type of organization, how the goods are sold or where the goods are sold. The retail sector accounts for a sizable share of the Philippine economy.

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