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web 1 a the act or process of selling or purchasing in a market did most of her marketing in local stores b the process or technique of promoting selling and distributing a product or service new automobiles are the subject of intense marketing 2 web marketing involves researching promoting selling and distributing your products or services this discipline centers on the study of market and consumer behaviors and it analyzes the commercial management of companies in order to attract acquire and retain customers by satisfying their wants and needs and instilling brand loyalty index web marketing is the process of exploring creating and delivering value to meet the needs of a target market in terms of goods and services 1 2 potentially including selection of a target audience selection of certain attributes or themes to emphasize in advertising operation of advertising campaigns attendance at trade shows and public web jul 13 2022 marketing refers to all activities a company does to promote and sell products or services to consumers marketing makes use of the marketing mix also known as the four ps product price web marketing is the activity set of institutions and processes for creating communicating delivering and exchanging offerings that have value for customers clients partners and society at large approved 2017 definition of marketing research web marketing the sum of activities involved in directing the flow of goods and services from producers to consumers marketing s principal function is to promote and facilitate exchange through marketing individuals and groups obtain what they need and want by exchanging products and services with other parties

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