

بسمه تعالی

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گردآوری و تالیف:

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In The Name of God

“MARKETING”

E.S.P English For Business Management,
Executive Management, industrial
Management and MBA Students
(First Edition)

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IN THE NAME
OF GOD

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PREFACE

This volume is designed to be used by students of business management, MBA and related fields at Payame Noor university and other Iranian universities.

The compilers have attempted to provide student with the text and with practice in reading skills.

The texts are technical ones in management and the exercises help students check their understanding.

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CHAPTER 1

What Is Marketing?

Before reading on, stop for a moment and think about how you would define marketing. Chances are that each reader of this book will come up with a somewhat different answer, since marketing is often viewed in terms of individual activities that constitute the overall marketing process. One popular conception of marketing is that it primarily involves sales. Other perspectives view marketing as consisting of advertising or retailing activities. For some of you, market research, pricing, or product planning may come to mind.

While all of these activities are part of marketing, it encompasses more than just these individual elements. For nearly two decades, the American Marketing Association (AMA), the organization that represents marketing professionals in the United States and Canada, defined marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. This definition of marketing focused on exchange as a central concept in marketing and the use of the basic marketing activities to create and sustain relationships with customers. For exchange to occur there must be two or more parties with something of value to another, a desire and ability to give up that something to the party, and a way to communicate with each other. Advertising and promotion play an important role in the exchange process by informing customers of an organization's product or service and convincing them of its ability to satisfy their needs or wants.

Not all marketing transactions involve the exchange of money for a product or service. Nonprofit organizations such as various causes,