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and investigation. Resources of men, money, materials and management are employed in the marketing system to perform marketing functions in order to satisfy customer demand (the purpose of marketing).

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Nowadays, people tend to define marketing as the development along with the industrial revolution during 18th and 19th centuries, which was a period of rapid fundamental social change driven by scientific innovation and technology. According to (Pride and Ferrell, 2008; Cooper and Argyris, 1998),...

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