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Kotler, Philip, Armstrong, Gary. (1998) Es un sistema total de actividades de negocios ideado para planear productos satisfactores de necesidades, asignarles precios, promoverlos y distribuirlos a los mercados meta, a fin de lograr los objetivos de la organización. Esta definición tiene dos implicaciones significativas: Enfoque.

BAB II LANDASAN TEORI A. Strategi Pemasaran 1. Pengertian Strategi ...

11 Kotler, Philip & Gary Armstrong. Prinsip-Prinsip Pemasaran. (Jakarta: Erlangga, 2008), hlm. 6 12 Assauri S, Manajemen Pemasaran. ... (marketing mix) yang memiliki peranan penting dalam mempengaruhi konsumen agar dapat membeli suatu produk atau jasa yang ditawarkan oleh perusahaan. Elemen ...

