

### Definition of Marketing

the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return

### BASICS

#### Definition of Marketing

the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return

#### 5 marketing concepts

- product concept, - production concept, - production concept

- selling concept

- marketing concept

- societal marketing concept



By [sophiakatharina](#)

[cheatography.com/sophiakatharina/](https://cheatography.com/sophiakatharina/)

Not published yet.

Last updated 15th June, 2022.

Page 1 of 1.

Sponsored by [Readable.com](#)

Measure your website readability!

<https://readable.com>