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The authors of this new European Edition have aimed to create more value for the reader by building on a classic marketing text with its well-established customer-value framework and complimenting it with an emphasis throughout the book on sustainable marketing, measuring and managing return on marketing, marketing technologies and marketing around the world.

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Principles of Marketing 1.3 Marketing concepts Production concept Customer – Favor products that are available and affordable Goal – Improve production and distribution efficiency Usefulness – Demand exceeds supply – Product cost is too high, pressure to decrease Risk - [What to do when situation changes?] Product concept Consumer

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