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A marketing orientation has been defined as a "philosophy of business management." or "a c A firm employing a product orientation is mainly concerned with the quality of its own product.

Marketing - Wikipedia

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Principles of Marketing 15th Edition 2014 by Philip Kotler

Marketing performance measurement (MPM), or marketing performance management, is the systematic management of marketing resources and processes to achieve the measurable gain in return on investment and efficiency while maintaining quality in customer experience.. Marketing performance management is a central facet of the marketing operations function within marketing departments.

Marketing performance measurement - Wikipedia

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Laura Patterson takes a practical, no-nonsense approach to proving and improving the value of Marketing. Laura began her 25+ year career in sales and had the great fortune of working across functions spanning customer relationship management and Marketing with a capital â€œMâ€•.

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