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## **Marketing Wikipedia**

February 7th, 2019 - Definition Marketing is defined by the American Marketing Association as the activity set of institutions and processes for creating communicating delivering and exchanging offerings that have value for customers clients partners and society at large The term developed from the original meaning which referred literally to going to market with goods for sale From a sales process

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## **Marketing strategy Wikipedia**

February 8th, 2019 - Marketing strategy is a long term forward looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage Strategic planning involves an analysis of the company s strategic initial situation prior to the formulation evaluation and selection of market oriented competitive position that contributes to the company s goals and marketing objectives

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