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One of its most misunderstood and misinterpreted aspects

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is marketing research (see Hisrich and Ramadani, 2017; Kerin, Hartley and Rudelius, 2015; Kotler and Armstrong, 2016; Kotler and Keller, 2012). The term “marketing” means different things to different individuals. Some people view it as advertising, some as selling, and others as trading.

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