

Marketing Management: Past, Present and Future

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Abstract: *The idea of market management refers to how well an organisation is set up to sell its products. It is crucial for maintaining a healthy profit-to-loss ratio. The marketing strategies come with a variety of tools that are necessary for a good management system. The present study is meant to highlight the crucial significance of marketing management techniques by drawing on a large number of studies that restrict the marketing process.*

Keywords: Management, Marketing, Technology, IT, Information science

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