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A Study on Sales Marketing

Prof. Mohit Sharma, Prof. Snehal Sharma, Vighnesh A Shetty Asst. Professor and Research Scholar St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India mohitsharma.mks@gmail.com and shettyvighnesh0@gmail.com

Abstract: Marketing management is one of the foremost constituents of business management. It is the business process of creating relationships with and satisfying customers. Marketing management is a buyer-oriented process involving the creation, communication, and delivery of value. It works towards building and retaining lifetime customer loyalty. All marketing activity is about the customer, focused on acquiring and retaining them.

Keywords: Marketing

