

### عنوان مقاله:

Marketing is not a science; Marketing is marketing

### محل انتشار:

اولین کنفرانس بین المللی تحقیقات بازاریابی (سال: 1388)

تعداد صفحات اصل مقاله: 9

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### خلاصه مقاله:

Marketing is not a science , marketing is marketing . This is a subject common to many introductory marketing texts and degree courses apart from the service product or marketplace. The two most common exceptions cited to this proposition are buying behavior models between consumers and business buyers and the extended ingredients of the services marketing mix while the overall sentiments of marketing hold true across product and market boundaries  
?perhaps the differences are in fact more made

### کلمات کلیدی:

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/89765>

