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Ideally, marketing should result in a

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customer who is ready to buy.”⁷ The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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not only by price but also by advertising , sales promotions , sales forces , direct mail , and various middlemen (agents, retailers , wholesalers , etc.) operating as sales and distribution channels .

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He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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Business at Dartmouth College. Professor

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Philip Kotler - Wikipedia

A target market is the "part of the qualified available market the company chooses to pursue."* *Kotler, P. and Keller K.L., Marketing Management, 14th ed., Boston

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