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Kotler and Keller. Kotler and Keller (2009, p. 482) define retailing to encompass all activities in selling goods or services to the final consumers for personal or business use irrespective of the type of organization, how the goods are sold or where the goods are sold. The retail sector accounts for a sizable share of the Philippine economy.

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27 Fundamental phrases from Philip Kotler, the father of Modern Marketing. Now that you know who Philip Kotler is and know his principle concepts, I ' m sharing 27 of his most educative and enlightening quotes with you so you keep them in mind when thinking about your own social media and digital marketing strategies.. 1- " You should never go to the battlefield before having won the war on paper.

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