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The Four Principles Of Marketing. Since marketing is the sum total of all the activities involved in the transfer of the goods from the seller to the buyer, it relies on four basic principles. These principles, also called the 4 Ps or the marketing mix, are - Product: It is the offering that the company sells or

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intends to sell.

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Kotler Northwestern University Kevin .....  
to the business from marketing activities  
and programs, as well as addressing  
broader concerns and their legal, ethical,  
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...

Traditionally, architectural practice has  
been dominated by the eye/sight. In  
recent decades, though, architects and  
designers have increasingly started to  
consider the other senses, namely  
sound, touch (including proprioception,  
kinesthesia, and the vestibular sense),  
smell, and on rare occasions, even taste

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