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Broadly, describing those offerings, as well as learning from customers. Delivering. Getting those offerings to the consumer in a way that optimizes value. Exchanging. Trading value for those offerings. The traditional way of viewing the components of marketing is via the four Ps: Product.

1.1 Defining Marketing – Principles of Marketing

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He also co-authored the leading textbook "Principles of Marketing: Arab World Edition" with marketing gurus Philip Kotler and Gary Armstrong. His teaching experience includes ten different courses in marketing and business strategy. He received AUC's Teaching Excellence Award (June 2010) and the School of Business Teaching Award (May 2009).

Ahmed | The American University in Cairo

This video contains an online lecture for BE200 course (Principles of Marketing) - Chapter 1 - Marketing: Creating and Capturing Customer Value - Part 1.

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