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where to start from
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if we are to be
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worldwide. He is a member of the Optimum Population Trust. Michael J. Etzel received his PhD in marketing from the University of Colorado in 1970. Since 1980, he has been a professor of marketing at the University of Notre Dame.

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In layman's terms, marketing is any thing or activity that a company does to learn more about what their customers want, and how their company's brand can fulfill that want. Moreover, it's also a way for companies to provide a higher quality of life for their customers through their products or services.

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