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Philip Kotler defined marketing as "Satisfying needs and wants through an exchange process". [17] and a decade later defines it as "a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others".

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In marketing, premiums are promotional items — toys, collectables, souvenirs and

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household products — that are linked to a product, and often require proofs of purchase such as box tops or tokens to acquire. The consumer generally has to pay at least the shipping and handling costs to receive the premium. Premiums are sometimes referred to as prizes, although historically the word "prize ...

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[12] Kotler, P. & Armstrong, G. (2010), “ Principles of Marketing ” , 13th ed. New Jersey: Prentice Influencer marketing is a marketing approach focused on creating relevant, and consistent ...

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