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# **MANAGING THE MARKETING PROCESS**



**Delta Publishing Company**

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## PREFACE

*Managing the Marketing Process* is intended to present the basic content of marketing in a concise and informative manner. In addition to presenting basic marketing information, the course attempts to develop in the reader an understanding of "the marketing management concept."

In addition, the course can make a valuable contribution to:

- Undergraduate and graduate study;
- Sales training programs;
- Management and supervisory training programs;
- The marketing of services;
- Executive development seminars;
- Association marketing programs;
- On-the-job personnel development;
- Updating marketing management information;
- Government and business positions in purchasing; and
- A host of other situations where an intelligent marketing attitude is required

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## GLOSSARY

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