

## Marketing Essentials Chapter 12

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Graphic Organizer. 1Distribution is the process of getting goods and services to customers. 2Financing is getting the money that is necessary for setting up and running a business. 3Marketing information management is gathering and analyzing information about consumers, trends, and competitorsī products.

Chapter 13 Marketing in Today's World  
Marketing Essentials follows a logical structure enabling students to clearly see how effective marketing requires an analysis of the market place, the recommendation of a marketing strategy and the implementation of the desired strategy. Marketing Essentials is ideal for use on introductory marketing modules at both undergraduate and MBA level.