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In Marketing Insights from A to Z, Philip Kotler, one of the undisputed fathers of modern marketing, redefines marketing's fundamental concepts from A to Z, highlighting how business has changed and how marketing must change with it.

Marketing Insights from A to Z (ebook) by Philip Kotler

Marketing Insights from A to Z 80 Concepts Every Manager Needs to Know By Philip Kotler Published by John Wiley & Sons, 2003 ISBN 0471268674 Introduction

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Insight comes from the mind. You have to be cognizant of some mind principles and some data principles. An open mind must also be present for the best insights, Fahey says. The reality reflected in each piece of data is always changing, he says, which means all insights must be challenged and considered as tentative.

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