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**Principles of Marketing Lesson 1 #1 | Customer Value in the Marketplace** This video covers the first part of Chapter 1 in Kotler and and Armstrong's Principles of Marketing Textbook from pages 26 ...

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**Principles of Marketing Lesson 2 #1 | Founding a Marketing Strategy** This video covers the first part of Chapter 2 in Kotler and and Armstrong's Principles of Marketing Textbook.

Topics Include ...

**Principles of Marketing Lesson 1 #2 | Making a Marketing Strategy Based on Customer Value** This video covers the second part of Chapter 1 in Kotler and and Armstrong's Principles of Marketing Textbook from pages 33 ...

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