

Principles Of Marketing Philip Kotler

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MANUAL DE MERCADOTECNIA SOCIAL EN SALUD

Philip Kotler define a la Mercadotecnia Social como: “el uso de principios y técnicas de mer-cadotecnia para influenciar a la audiencia meta a aceptar, rechazar, modificar o abandonar algún ... Adcock D, Marketing principles and practice, 1993 ...