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3 CHAPTER The Meaning Of Marketing 1 Learning Objectives Learning Objectives After Reading This Chapter, You Should Be Able To: • Define Marketing And Differentiate ...

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Introduction To Marketing (MKTPT-130) Page 4 Of 5 Tentative Course Outline Week # Dates Topic/Activity Items Due 1 8/21 Introductions, Syllabus, Instructions

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[Hugos Ch1.1.qxd 11/5/02 11:30 AM Page 1 CHAPTER 1 Basic ...](#)

1 After Reading This Chapter You Will Be Able To • Appreciate What A Supply Chain Is And What It Does • Define The Different Organizations That Participate In Any

[CHAPTER PART 1 Introduction To Operations Management](#)

CHAPTER 1 1 IN THIS CHAPTER, LOOK FOR... • Operations Management As The Creation Of Value, Making It The Heart Of Any Organization. • The Balance Of Productivity ...

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