Marketing



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Vocabulary

Exhibit: to display publicly; to show.

Tangible: capable of being touched; palpable.

Hence: as a consequence or result; for this reason.

Accessible: able to be easily obtained or used.

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Introduction

Marketing originally refers to the action or business of promoting and selling products or services. However, marketing nowadays is widely taught as a concept in academic institutions. The profession of marketing is now widely recognized as a science, allowing numerous universities to offer degree programs in this field, and is considered one of the most popular career choices for graduates.

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