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Definition of Marketing Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, ...

Content & Branding is the "what" of marketing. This domain includes the creation and management of all digital and physical media created to promote the brand or a specific ...

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Branding What is a Brand? A brand is any distinctive feature like a name, term, design, or symbol that identifies goods or services. What is Brand Marketing? Brand marketing is the approach ...

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