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*Management*

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reflects how  
marketing  
operates  
empirically, as*

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the increased  
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markets,  
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development of*

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*e-commerce, the  
author*

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*challenges the*

*traditional*

*concept of the*

*4Ps and the*

*functional*

*roles of*

*marketing*

*departments,*

*focusing*

*instead on the*

*concept of*

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*market*

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*orientation.*

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*The book*

*considers all*

*of the key*

*market*

*stakeholders,*

*arguing that*

*developing*

*market*

*relations and*

*enhancing*

*customer value*

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and existential  
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*These issues*

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*are*

*intertwined.*

*They therefore*

*require a*

*holistic*

*framework to*

*examine their*

*interplay and*

*bring the*

*various strands*

*together.*

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academic  
economists have  
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plunged the  
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believed that  
government had a  
duty to spend  
when others  
would not. He  
met his opposite  
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who considered

attempts to

intervene both

pointless and

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dangerous. The

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thus drawn,

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economics would

dominate for

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they did in the  
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countries  
pioneered new  
technologies  
that have made

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that a large set of

market failures exist;

such situations also

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