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When all of the companyâ€™s departments work together to serve the customersâ€™ inter-ests, the result is integrated marketing. Integrated marketing takes place on two levels. First, the various marketing functionsâ€”sales force, advertising, customer service, product management, marketing researchâ€”must work together.

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### **Marketing Management 15 Global Edition PHILIP KOTLER KEVIN**

Philip Kotler is a genius, to begin with. Most people think marketing is the evil force behind their spending hands or the science behind making people spend their money on them. To break with this marketing notion is to truly bring it's colours to the surface as a science of matching need and offer.

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