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The 4 A s of Marketing: Creating Value for Customer, Southwestern Publishing Company, 1986.
Marketing Does Marketing Need Reform?(with Rajendra Sisodia)

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i think you mean the 4 "p" of marketing! these 4 are: product, price, place (distribution), promotion. these words are what makes marketing. these four p's are the

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Dr.C.Rajendra Kumar,Dr.Sanjay S.Kaptan (2006), Rural Marketing: New Dimension ,New Delhi:Adhyayan Publishers & Distributors, [3] Dr.H.C Purohit (editor)

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