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The marketing concept is the strategy that firms implement to satisfy customers' needs, increase sales, maximize profit, and beat the competition. There are 5 marketing concepts that organizations adopt and execute. These are; (1) production concept, (2) product concept, (3) selling concept, (4) marketing concept, and (5) societal marketing concept.

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Marketing: concepts and strategies by Dibb, Sally, 1963-

I enjoyed his book, it provide a very useful insight to different marketing strategies. I used for one of my projects at uni.