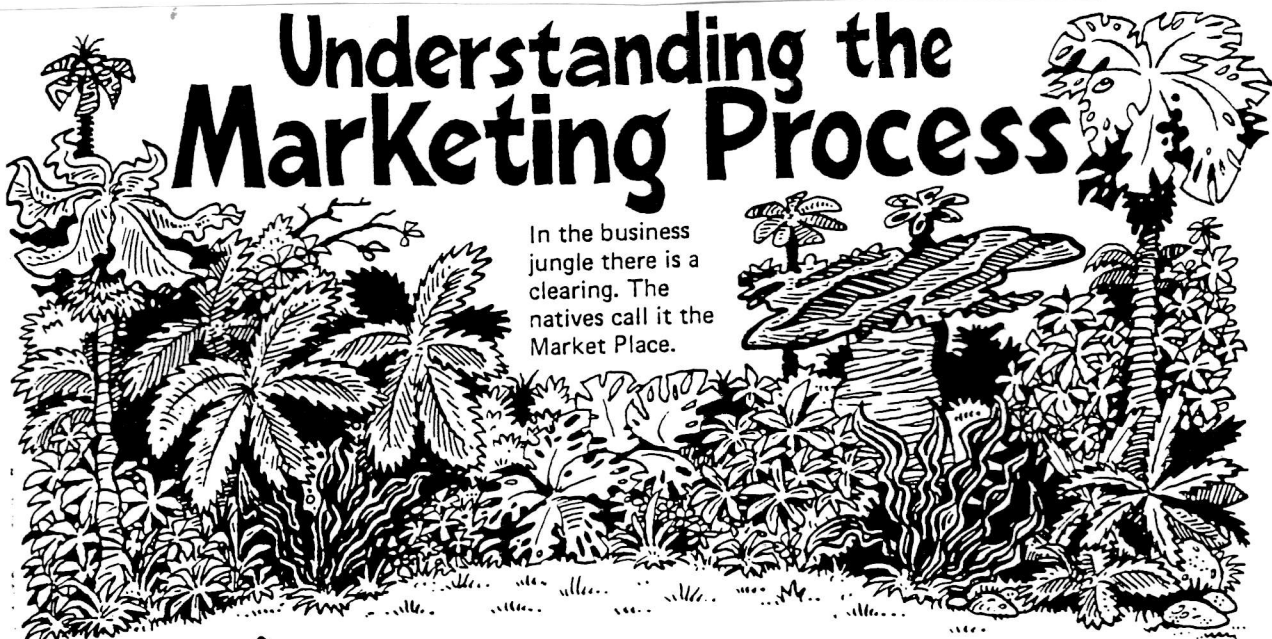
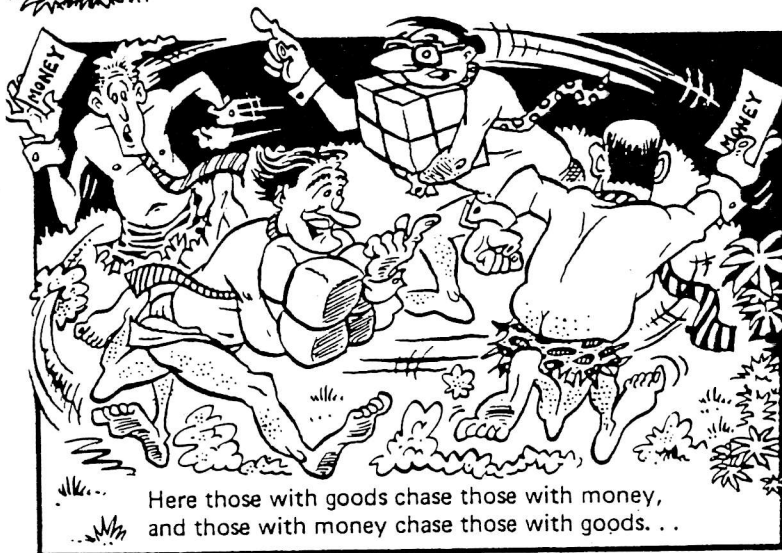


Understanding the Marketing Process



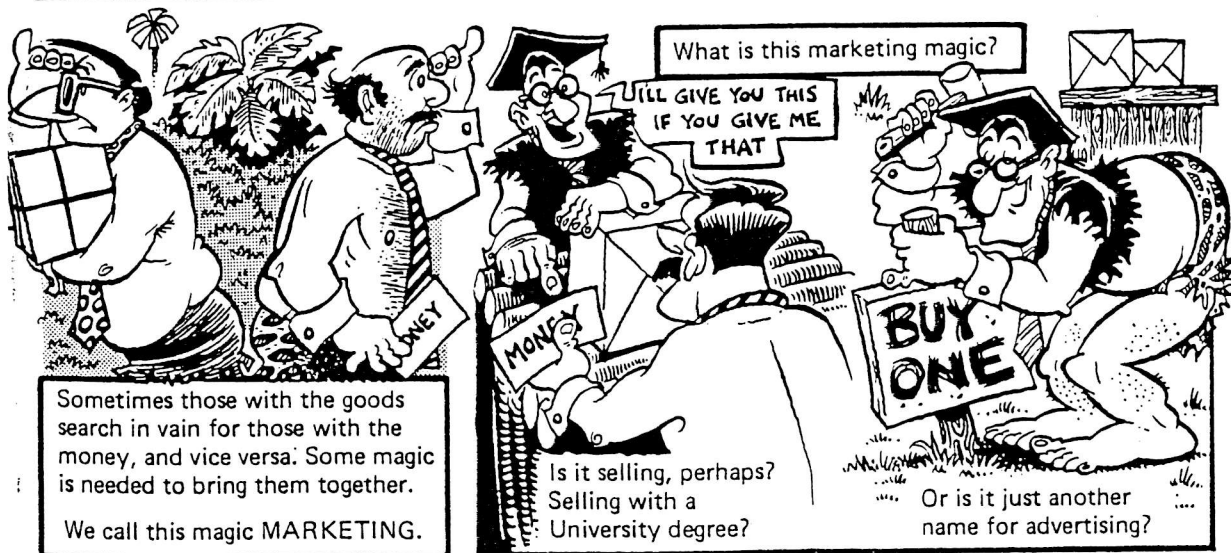
In the business jungle there is a clearing. The natives call it the Market Place.



Here those with goods chase those with money, and those with money chase those with goods. . .



. . . until they catch each other. Unfortunately it is not always so.



Sometimes those with the goods search in vain for those with the money, and vice versa. Some magic is needed to bring them together.

We call this magic **MARKETING**.

Is it selling, perhaps?
Selling with a
University degree?

Or is it just another
name for advertising?