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## Basic Marketing Useful Book Students

**farmer's handbook on basic agriculture** - farmer's handbook on basic agriculture preface a griculture is an important sector of indian economy as more than half of its population relies on ag- **part the marketing process i - jones & bartlett learning** - 3 chapter the meaning of marketing 1 learning objectives learning objectives after reading this chapter, you should be able to: • define marketing and differentiate between a marketing-driven and nonmarketing driven