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In layman's terms, marketing is any thing or activity that a company does to learn more about what their customers want, and how their company's brand can fulfill that want. Moreover, it's also a way for companies to provide a higher quality of life for their customers through their products or services.

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William J. Stanton is professor emeritus of marketing at the University of Colorado-Boulder. He received his PhD in marketing from Northwestern University, where he was elected to Beta Gamma Sigma. He has worked in business and has taught in several management development programs for marketing executives.

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