**Title of Article:** Marketing: Principles and Applications.

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**Outlet:** BOOK: Macrowly publishers,Port Harcourt Date of Publication: 2007.

**Abstract:** Apart from training people to succeed in establishing, maintaining and enhancing long-term customer relationship, at a profit, marketing seeks to make people become enlightened consumers irrespective of their ultimate location in life. In other words marketing is a discipline designed to equip the practitioners and develop critical consumers capable of making full use of the resources at their disposal. Building on this fundamental focus, this text articulates the basic theories and practical rules, which help the student develop analytical approach to the study of marketing in preparation for further studies. The practitioner will also discover that the text puts at his fingertips the techniques and processes necessary for a giant stride in all marketing operations.