

Kotler & Armstrong, "Principles of Marketing", Chapter 1, 9th edition,
Prentice Hall 2001

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¹ market focused
² Needs
³ wants
⁴ demands
⁵ satisfaction

⁶ experiences
⁷ customer value

(TQM)

⁸ Total quality management
⁹ exchange
¹⁰ short-term exchange

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Telecommunication

