

**kotler keller koshy jha pdf**

'Marketing intelligence (MI) is the everyday information relevant to a company's markets, gathered and analyzed specifically for the purpose of accurate and confident decision-making in determining market opportunity, market penetration strategy, and market development metrics.

**Marketing intelligence - Wikipedia**

The buying decision process is the decision-making process used by consumers regarding market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives.. Common examples include shopping and deciding what to eat. Decision-making is a psychological construct.

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