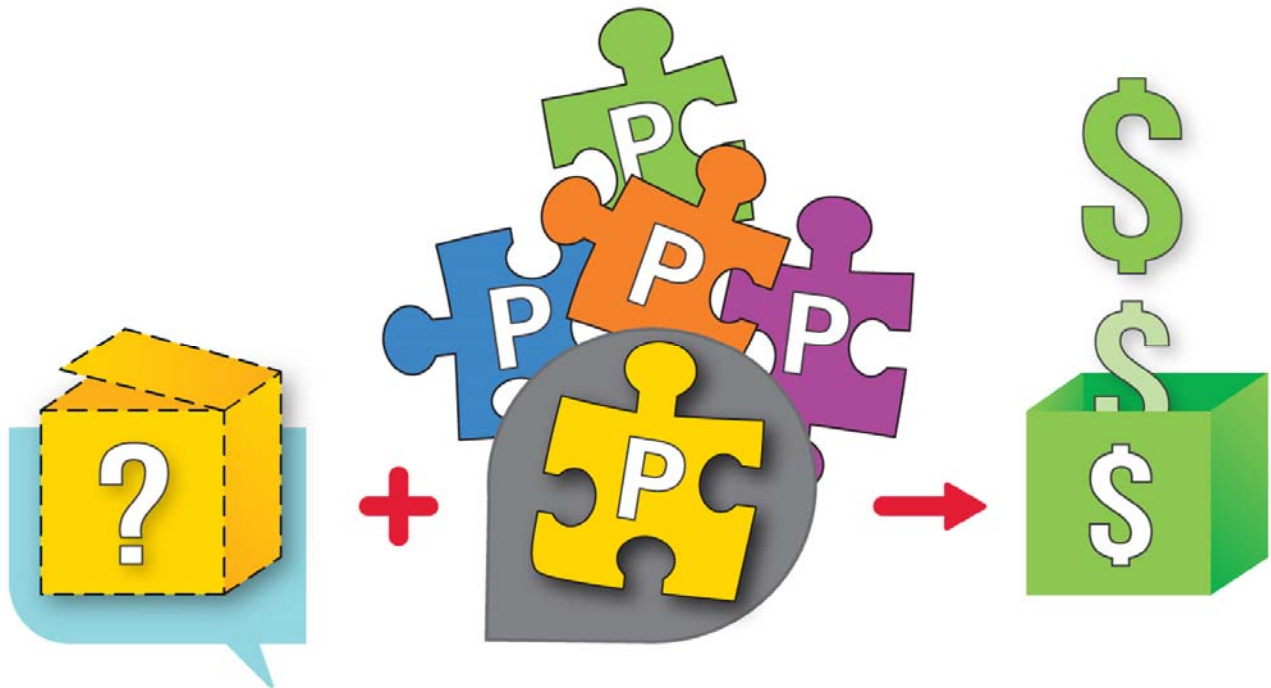




## Marketing From Concept to Profit

### Chapter 1



**Marketing** is *the* process that determines whether a product is or is not successful. From how to conceive of a product or service that will be purchased by a critical mass of people, to applying The 5 Ps of Trade in a manner that optimizes profit ethically, to realizing profits that support a sustainable business. THAT is marketing; from concept to profit.

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