

# Marketing process

A process by which companies create value for customers and build strong relationships in order to capture value from customers.



FIGURE | 1.1 A Simple Model of the Marketing Process

# Creating Capturing Value

**RJ Shavelson**



**Creating Capturing Value:**

## **Creating Capturing Value** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the ability of words has are more evident than ever. They have the ability to inspire, provoke, and ignite change. Such could be the essence of the book **Creating Capturing Value**, a literary masterpiece that delves deep in to the significance of words and their effect on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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