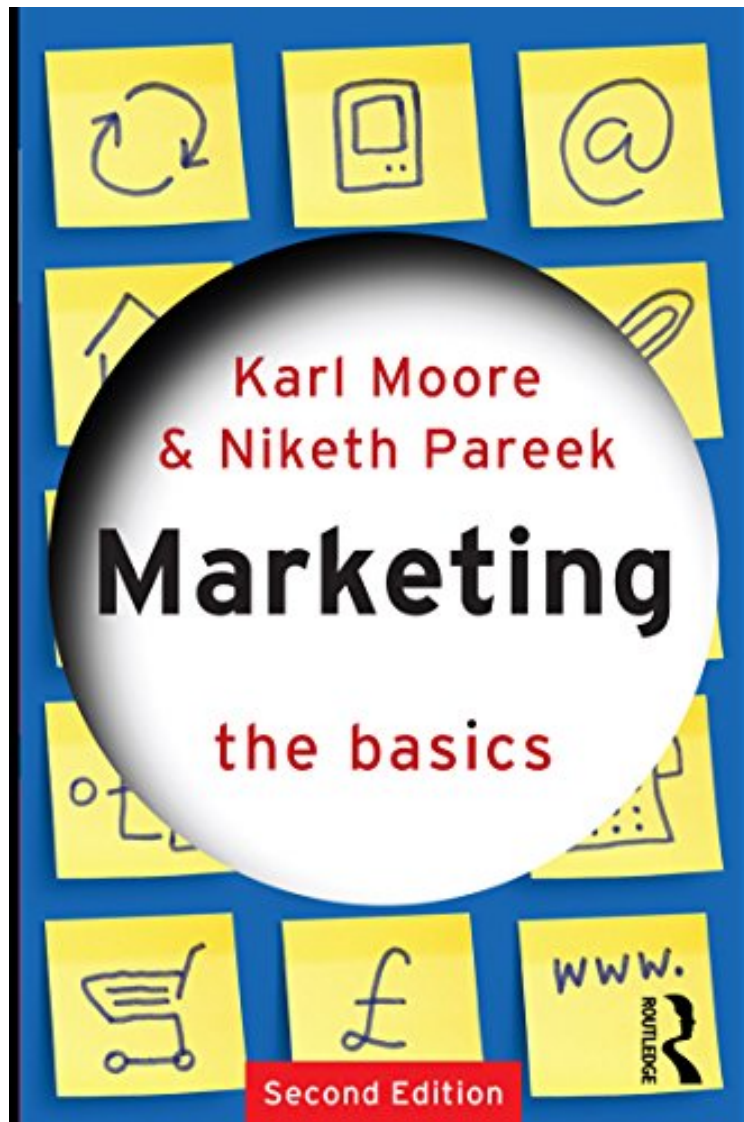


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## Marketing: The Basics

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**About the Author** Karl Moore is an Associate Professor in the Faculty of Management at McGill University and Associate Fellow at Templeton College, Oxford. He has been identified as being among a group of the ‘world’s greatest business thinkers’ in *Business Strategy* (Winter, 2005). Niketh Pareek is a journalist and management consultant specializing in online business strategy and digital marketing. His articles and commentary have appeared in several national and local Canadian newspapers, including *The Globe and Mail*, *The National Post*, *The Hill Times*, and *The Montreal Gazette*.