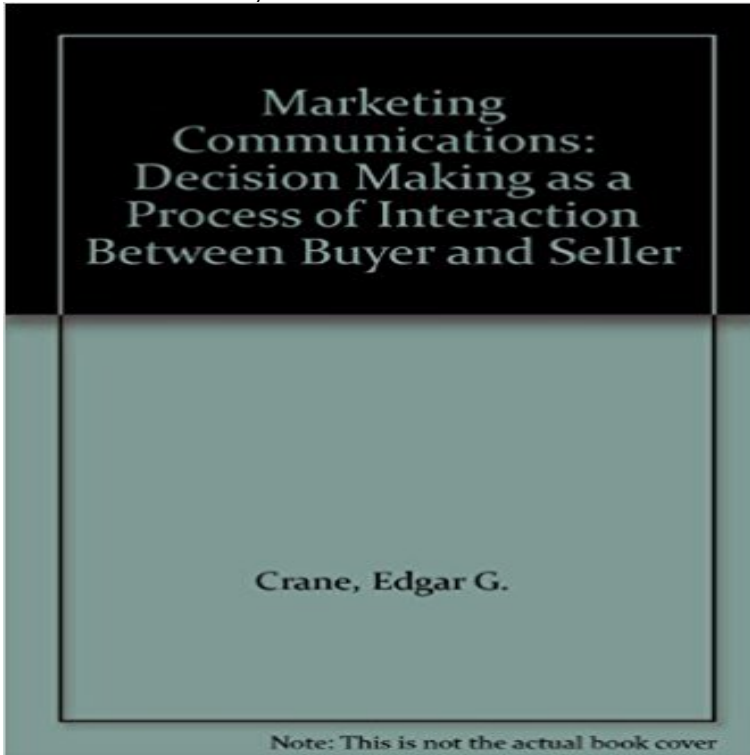


# Marketing Communications: Decision Making as a Process of Interaction Between Buyer and Seller



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Wilson** Definition Marketing involves decision-making activities, whereas marketing communication is the process of implementing marketing decisions. Some texts argue that the market mix is really a communications mix in which all activities interact, communications is the continuing dialogue between buyers and sellers in a **Marketing communications: decision-making as a - Google Books** Marketing Communications: Decision Making as a Process of Interaction Between Buyer and Seller [Edgar G. Crane] on . \*FREE\* shipping on **Marketing: The One-semester Introduction - Google Books Result** Interactions of meetings of the buying and selling centers were tape recorded. The communication processes observed indicated the presence of stage decision process to describe buyer-seller interactions in industrial marketing situations. The conversations between salespersons and buyers were recorded by the