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The Consumption Function: Marketing's Role in Economic

Marketing and trade play vital roles in the economic growth and overall development of a nation. The major roles of marketing and trade in the national economy can be thought of in terms of: $\hat{\cdot}$ specialisation in activities of comparative advantage $\hat{\cdot}$ enhanced resource-use efficiency and trade $\hat{\cdot}$ advances in marketing with economic growth.

5.2 Marketing and its role in economic development

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THE ROLE OF URBAN MARKETING IN THE LOCAL ECONOMIC DEVELOPMENT

Marketing plays a vital role in economic growth in the present global world. It ensures the planned economic growth in the developing economy where the scarcity of goods, services, ideas and excessive unemployment, thereby marketing efforts are needed for mobilization of economic resources for additional production of ideas, goods and services resulting in greater employment.

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