

# Marketing process

Create value *for* customers and  
build customer relationships

Capture  
value *from*  
customers  
in return

Understand  
the  
marketplace  
and customer  
needs and  
wants

Design a  
customer-  
driven  
marketing  
strategy

Construct a  
marketing  
program that  
delivers  
superior  
value

Build profitable  
relationships  
and create  
customer  
satisfaction

Capture  
value from  
customers to  
create profits  
and  
customer  
quality

Marketing  
technology

Global  
markets

Ethics and  
social responsibility