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## *MANUAL DE MERCADOTECNIA SOCIAL EN SALUD*

Philip Kotler define a la Mercadotecnia Social como: “el uso de principios y técnicas de mer... Adcock D, Marketing principles and practice, 1993 p.3 3. Kotler P., 2002, p. 5 4. Siegel M at al; 2004, p. 198. 11 ... 12 Antes de continuar, es necesario dejar muy en claro lo que es la Mercadotecnia Social