

Marketing's most fundamental goal is to match a business's goods and services with consumers who are interested in using them. In the end, profitability is guaranteed by matching products to customers.

Formal Definition:

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. "

Official definition from the American Marketing Association, approved 2017.

<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

Here are some references to delve deeper into the concept of marketing:

1. **"Principles of Marketing" by Philip Kotler and Gary Armstrong:**

- This widely used textbook provides a comprehensive overview of marketing principles and practices.

2. **"The Lean Startup" by Eric Ries:**

- While not solely about marketing, this book emphasizes the importance of customer feedback, iterative development, and validated learning, which are critical aspects of modern marketing strategies.