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i think you mean the 4 "p" of marketing! these 4 are: product, price, place (distribution), promotion. these words are what makes marketing. these four p's are the

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Many pieces of social marketing fall down because it s impossible to judge success, but if you have clearly defined AIMS, that shouldn t be a problem.

4 a's of marketing - strategic marketing & sales

So you have a product and you are determined to market it where you can reach the optimum amount of people. The Internet. Starting out marketing your product on the

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The 4 A s of Marketing: Creating Value for Customer, Southwestern Publishing Company, 1986.
Marketing Does Marketing Need Reform?(with Rajendra Sisodia)

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But by sticking the shiny gold sticker on there, Hallmark s marketing team has created value by allowing customers to show value as part of the product.

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The Marketing mix involves the 4 P's of marketing which needs to be taken into consideration while determining the product marketing mix.

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Sales & marketing - taylor & francis

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