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The 4 A s of Marketing: Creating Value for Customer, Southwestern Publishing Company, 1986.
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Dr. Jagdish Sheth is a renowned scholar, futurist and world authority in the fields of marketing, strategy and globalization. He is Charles H. Kellstadt Professor of

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The 4 c' s versus the 4 p' s of marketing - custom

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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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Pris 949 kr. K p The 4 A's of Marketing Creating Value for Customer, Company and Society. Rajendra Sisodia is Professor of Marketing at Bentley University,

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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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Dr.C.Rajendra Kumar,Dr.Sanjay S.Kaptan (2006), Rural Marketing: New Dimension ,New Delhi:Adhyayan Publishers & Distributors, [3] Dr.H.C Purohit (editor)

Rajendra sisodia (author of conscious capitalism)

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The 4 a s of marketing help to increase sales,

The first step in the 4 A s of marketing is Analysis. Particularly with internet marketing, it is incredibly important to analyze the desires of your audience.

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