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Marketing mix - wikipedia, the free encyclopedia

History . In his paper "The Concept of the Marketing Mix", Neil Borden reconstructed the history of the term "marketing mix". He started teaching the term after an

The ' 4 as' of rural marketing mix | i-explore

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

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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

Sheth, jagdish n. (1938-) - notice documentaire

Rajendra S. Sisodia / New Delhi The 4 A's of marketing [Texte imprim] : creating value for customers, Customer behavior [Texte

The 4 a s of social marketing success - search

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.

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Marketing mix - product marketing mix - the 4 p's of marketing

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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American association of advertising agencies -

What's New & Hot; 4A's Launches Digital Ops Committee. "American Enterprise" includes a section on the advertising industry and its role in American business.

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