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Zimmerman From Kepner-Tregoe, Inc., Identify "driving Forces" That Propel Or-ganizations To Accomplish Their Goals (see Table I). Although The Authors Name Nine Possible Driving Forces, Typically Only One Or Two Serve As The Basis For Business Strategy, Determining The Types Of Products A Jun 3th, 2024

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MARKETING 1.1 DEFINITION OF MARKETING: Marketing Is The Process Of Communicating The Value Of A Product Or Service To Customers, For The Purpose Of Selling That Product Or Service. Marketing Can Be Looked At As An Organizational Function And A Set Of Processes For May 2th, 2024

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1. Understand What A Marketing Manager Does. 2. Know What Marketing Strategy Planning Is—and Why It Is The Focus Of This Book. 3. Understand Target Marketing. 4. Be Familiar With The Four Ps In A Marketing Mix. 5. Know The Difference Between A Marketing Strategy, A Marketing Plan, And A Marketing Program. 2–2 Jan 1th, 2024

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