2. Marketing Potpourri: From the marketing mix (4Ps) to the policy mix (7Ps + ∑Px)

PANELS

PERT-CHART

PRODUCT LIFE CYCLE

PEST

PATH OF DEVELOPMENT

PROJECT MANAGING

PERFORM MODEL

PRODUCT

PRICE

PROCESS

PARTNERS

PUBLIC RELATIONS

PERSONAL DEVELOPMENT PLAN

$$7Ps+\sum P_x$$
POTPOURRI

PLACE

PHYSICAL EVIDENCE

PERSONA ARK

POLITICAL OBSTACLES

PRODUCT PLACEMENT

PROMOTION

PEOPLE

PUBLIC VALUE

PRO-CLAMATION

PARADIGM SHIFT

PER-FORMANCE

PARTICIPATION

PRIVACY POLICIES

PLAYERS

blue/cold = nitrogen cycle
yellow/warm = temperate climate
green/tepid= atmospheric oxygen
orange/hot = spotlight