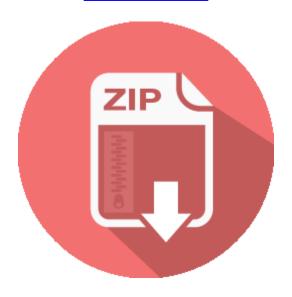
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He also introduced a marketing strategy planning framework, organizing marketing decisions around the "4Ps" product, place, promotion, and price. As these approaches became the standard in other texts, Dr. McCarthy continued to innovate, including new materials in the digital realm.

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