

BASIC MARKETING A MARKETING STRATEGY PLANNING APPROACH



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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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Marketing strategy planning is difficult for marketing managers because: A. they rarely know enough about the needs and attitudes of their target markets. B. other dimensions of the market environment may force changes in possible marketing mixes.

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