



## Marketing

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Spark Notes, United States, 2014. Poster. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book. SparkCharts: The information you need-concisely, conveniently, and accurately. Created by Harvard students for students everywhere, these study companions and reference tools cover a wide range of college and graduate school subjects, from Business and Computer Programming to Medicine, Law, and Languages. They Il give you what it takes to find success in school and beyond. Outlines and summaries cover key points, while diagrams and tables make difficult concepts easier to grasp. This four-page chart covers: Marketing strategy and opportunitiesThe marketing planSegmentation, targeting, and positioningConsumer behaviorThe four Ps: product, place, promotion, and priceMarket researchMarketing in the digital economyPermission-based, database, and direct marketingMarketing ethicsGlobal marketing.



## Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehended everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

-- Mark Bernier