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Appendix. As the plan is implemented, marketers use a variety of research techniques to measure progress toward objectives and identify areas for improvement if the results fall short of projections. Finally, marketing research helps marketers learn more about their customers' requirements, expectations, perceptions, and satisfaction levels.

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- Marketing, finance, accounting, purchasing, manufacturing, IT, HR, ... - Role of marketing - Guiding philosophy - the marketing concept - Input to strategic planners, to see and exploit opportunities - Carry out unit objectives profitably - Cross-Functional conflict - Marketing and other functions should be in harmony

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