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JetBlue case study 1. JetBlue case study By: Mohmed Ismaeil 1 2. Agenda 2 Introduction and History New innovations and facets of JetBlue product Market overview Implications of needs, wants and demand in Jet Blue practice Which of Marketing concepts best applied to JetBlue What value created by JetBlue Is JetBlue likely to continue as successful in customer relationship CSR SWOT Recommendation

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JetBlue Airways IPO Valuation by Chase Boyle on Prezi

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