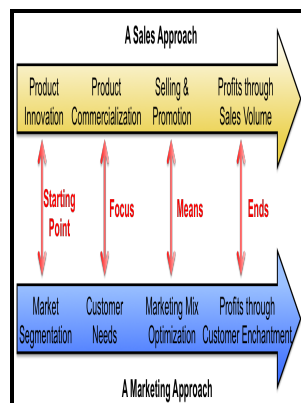


Marketing management and strategy

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Lumber -- Drying.

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Income tax -- California.

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Cuba -- History -- Sources.

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Marketing Management and Strategy

В-четвёртых, оно устанавливает основные принципы работы компании, определяющие характер её отношений с сотрудниками, клиентами, поставщиками, дистрибьюторами и другими основными заинтересованными группами».

Marketing Management and Strategy by Peter Doyle

Messages can be prepared quickly.

Chapter 7

The scope of small business marketing does not extend across the same level of multiple products and services that characterize most big businesses.

Chapter 7

Choosing the right target market is a critical part of the marketing strategy of a small business.

Chapter 7

The product growth stage is when sales grow rapidly as the target market adopts a product and competition enters the marketplace once it observes the success.

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Discount Pricing A small business might choose a discount pricing strategy. The hybrid approach works well for small businesses.

Marketing Management and Strategy

What is successful today may not be successful tomorrow. The small business can take advantage of niche markets and local needs and wants.

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Every small business should look at its products within the context of the product layers. The reality is that there are many small businesses that do very well for themselves without a web presence. На вопрос о том, на каких рынках они работают, большинство менеджеров отвечают, указывая названия товаров: на рынке косметики, компьютеров или часов.

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