

# Marketing management and strategy

## Financial Times Prentice Hall - Marketing Management and Digital Strategy Graduate Certificate

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 Andreeva, Maria Fedorovna, 1868-1953.  
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 Marketing, Marketing management and strategy  
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 Notes: Includes bibliographical references and index.  
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Tags: #Chapter #7

### Chapter 7

Usability is necessary for survival on the Internet.

### Chapter 7

The transportation choices for a small business will determine whether products will arrive at their destination in good condition and on time.

### Marketing Management and Strategy

Meeting these requirements will increase the chances for successful segmentation.

### Marketing Management and Strategy

PR has the potential for dramatizing a company or a product. Как пишут авторы на этот счёт: «Сосредоточение основного внимания на прибыльности как на наиважнейшей задаче неизменно порождает «близорукость» менеджеров, стремящихся пожертвовать долгосрочной конкурентоспособностью фирмы на международном рынке во имя текущей прибыли.

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