### **A novel marketing mix and choice architecture framework to nudge restaurant customers toward healthy food environments to reduce obesity in the United States**

Link: <http://onlinelibrary.wiley.com.libaccess.senecacollege.ca/doi/10.1111/obr.12553/full>

* Product: Healthy Food
* Price: Not sure
* Promotion: Across all of its franchise?
* What: Creating Healthy Food
* Who: Fast Food stores and customers
* When: now
* Why: Most of American are obese, some customers looking for fast fresh food or fast healthy food
* How: By creating a healthy fast food

### **Examining the influence of uncertainty on marketing mix strategy elements in emerging business to business export-markets.(Author abstract)**

Link: <https://www-sciencedirect-com.libaccess.senecacollege.ca/science/article/pii/S0969593113000954?_rdoc=1&_fmt=high&_origin=gateway&_docanchor=&md5=b8429449ccfc9c30159a5f9aeaa92ffb&ccp=y>