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The Ultimate Marketing Machine - hbr.org

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BRIEFING CASES - Westlaw

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The case of the disappearing teaspoons: longitudinal ...

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How to Deal with Angry Customers on Social Media [CASE STUDY]

Conclusion. A case brief is commonly used by law students since it is a helpful method in comprehensively studying the law. It helps them better understand what laws were applied and how they were applied on the case.

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Getting people to say "yes" is the goal for any sales message. It's what psychologists call "compliance." However, my first exposure to the idea of compliance was not in a psychology book, but beneath a tree decades ago when my grandfather, in a moment of playfulness, showed me something startling with a stick and a few red feathers.

Six Ways to Get People to Say "Yes" - Copyblogger

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What Demand Marketing Really Means | Marketing Insider Group

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The Psychology of Color in Marketing and Branding

Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity. The term was popularized by Jay Conrad Levinson's 1984 book Guerrilla Marketing.. Guerrilla marketing uses multiple techniques and practices in order to establish direct contact with the customers.

Guerrilla marketing - Wikipedia

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7 Software Testing Principles: Learn with Examples - Guru99

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