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Winer & Dhar, Marketing Management, 4th Edition | Pearson

It includes a well-rounded introduction to the four Ps—product, price, place, and promotion. Other essential topics, such as marketing research and target market identification, are also covered. A chapter on soft skills focuses on interpersonal skills needed for the workplace.

Goodheart-Willcox - Marketing Dynamics, 4th Edition

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Marketing - Pearson

The Marketing Process (Fig. 1.1) Needs Wants Demands Who will we serve? How will we be different? Marketing Mix Product Price Place Promotion CRM Are we actually creating value? Are our customers satisfied? Customer Lifetime Value Share of Customer Customer Equity 5.

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Egan, Relationship Marketing: Exploring Relational ...

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