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straight reduction in

price on purchases

during a stated

period of time or of

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Means setting a fair price level for a marketing mix that really gives the target market superior customer value.

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Means setting a fair price level for a marketing mix that really gives the

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The three basic ideas in the "marketing concept" are: A) customer satisfaction, resource efficiency, sales maximization. B) customer satisfaction, total

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Marketing effort,

sales growth. C)

resource efficiency,

sales growth, profit

maximization.

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This material can include: the role of marketing in society, the understanding of consumer and organizational markets, strategy planning, marketing institutions, and the marketing mix.

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Consists Of The

Actions A Person

Takes In

Purchasing And

Using Products And

Services, Including

The Mental And

Social Processes

That Come Before

And After These

Actions. We Study

This Bc Consumers

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Because Utility Is
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basic and important

function in a

business entity

which, through on

analysis of internal

and external

environments,

guides the company

to achieve

marketing

objectives as well

as the company

objectives.

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