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MKT401A Cases in Marketing Management

Strategic Marketing Problems: Cases and Comments , 13th edition by Roger A Kerin and Robert A Peterson Prentice Hall Pearson publisher ISBN-13:

978-0-13-274725-7, ISBN-10: 0-13-274725-1 Suggested Text No other text is needed Course Description This is the capstone course in the undergraduate Marketing program and is designed for Marketing ...

Cases in Marketing Management - MKT401A&B

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Marketing 12 Roger Kerin Test Bank

April 17th, 2018 - Strategic marketing problems cases and comments 13E Fred R David TEST BANK Strategic marketing problems cases and 12 E Hugh D Young Roger A Freedman' ' APPENDIX A MASTER TEST BANK April 1st, 2018 - CHAPTER 2 MASTER TEST BANK DEVELOPING SUCCESSFUL ORGANIZATIONAL AND MARKETING ...

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some cases, however, price may provide the customer with a signal of quality Thus, the marketer needs to price the product to (1) maximise profit and (2) communicate a desired image of the product x Marketing is applicable to services and ideas as well as to tangible goods For example,

Strategic Marketing

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Marketing Papers Wharton School 1-1-1983 Strategic Planning and Forecasting Fundamentals environment, anticipate problems, and develop plans to respond to those problems However, informal In many cases...

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