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A marketing strategy identifies (1) a firm's target markets(s), (2) a related marketing mix (four Ps), and (3) the bases on which the firm plans to build a sustainable competitive M Marketing 4th Edition Grewal Solutions Manual

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1 Overview of Marketing 3 What Is Marketing? 4 , - Marketing Is about Satisfying Customer Needs and Wants 5 Marketing Entails an Exchange 6
Marketing Requires Product, Price, Place, and Promotion

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