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Lamb, Hair, McDaniel CHAPTER 7 Business Marketing

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Lamb, Hair, McDaniel CHAPTER 11 Developing and Managing Products LEARNING OUTCOMES Explain the importance of developing new products
and describe the six categories of new products Explain the steps in the new-product development process Discuss global issues in new-product
development LO1 LO2 LO3 LEARNING OUTCOMES Explain the diffusion process through which ...

MARKETING - Data STATUS

Charles W Lamb, Joseph F Hair, Jr, Carl McDaniel MARKETING - MKTG Prevod sa engleskog jezika knjige MKTG7 Original ISBN 978-1-285-09186-0
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The World of Marketing 0 1 An Overview of Marketing 0 2 Strategic Planning for Competitive

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In order to address this constant state of flux and to create a proper marketing mix for a well-defined market, marketing managers must have a thorough knowledge of consumer behavior Consumer behavior describes how consumers make purchase decisions and how they use and dispose of the purchased goods or services The study of

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Lamb, Hair, McDaniel CHAPTER 16 Advertising Growth It's a Fact... The average American sees over 5,000 advertising messages a day We ignore over half of them Selective exposure Advertising may change a consumer's negative attitude toward a product, or reinforce a positive attitude Advertising can affect consumer ranking of a brand's attributes Major Types of Advertising Institutional

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