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LO 1 Promotional Elements and the Marketing Mix Few goods or services, no matter how well developed, priced, or distributed, can survive in the marketplace without effective promotion— communication by marketers that informs, persuades, and reminds potential buyers

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McDaniel is a member of the American Marketing Association. In addition to his academic experience, McDaniel has business experience as the co-owner of a marketing research firm. McDaniel has also served as senior consultant to the International Trade Centre (ITC), Geneva, Switzerland. The ITC's mission is to help developing nations increase ...

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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 con-sumer

behavior.Consumer behavior describes how consumers make purchase deci-sions and how they use and dispose of the purchased goods or services.The study of

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