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Marketing strategy includes all activities aimed at the increase in sales and a sustainable competitive advantage based on the selected marketing mix that consists of

4 Ps or product, price, place, and promotion (McCarthy). All elements of the marketing mix are equally important and must be harmonized in order to achieve the marketing goals.

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Marketing is managing cost-effective consumer relationships. (Kotler and Armstrong, 2009) Nowadays, marketing does not just focus on products, it is the satisfaction of customers that matters the most.

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