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By Philip Kotler And Gary Armstrong

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Top Questions from Principles of Marketing (13th Edition) One way a company can benefit from implementing a market penetration strategy would be to _____ Within the strategic marketing process, the _____ is the result of the planning phase that proceeds to the implementation phase where it is carried out.

This 13th edition of

Kotler's Principles of Marketing has been our reference throughout our whole course in Marketing Management, I believe this book is made for students at college levels because of how simple the explanations are and it's absolutely affordable for students. I'm also recommending it to all commerce students.

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This title is out of print. Creating value for customers in order to capture value from customers in return. Building and managing strong, value-creating brands. Managing return on marketing to recapture value. o New Appendix 2: Marketing

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