

CHAPTER OVERVIEW

28: Module 13- Marketing Function

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- 28.4: How Companies Approach Marketing
- 28.5: Value Proposition
- 28.6: Marketing and Customer Relationships
- 28.7: Influences on Consumer Decisions
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- 28.10: Defining Your Target Market
- 28.11: The Importance of Marketing Information and Research
- 28.12: The Marketing Research Process
- 28.13: Introduction to Marketing Mix Introduction
- 28.14: Defining the Marketing Mix
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- 28.16: Finding the Right Marketing Mix
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