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new products and services creative communications customer service strategies marketing channels and selling systems strategic marketing management micromarkets and micromarketing information collection and analysis total quality management and the future of marketing

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that s what is special about this book it provides the framework that will enable the marketing professional to get everyone in the organization to buy into integrated communications objectives and programs who is this book for marketing practitioners you ll get some new ideas and perspectives to plug into your current programs nonmarketing marketers if you ve recently been thrown into the deep water of marcom just start reading this book could be your life preserver

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comprise proceedings of the annual national conference of the association and a yearly seasonal conference spring fall or winter

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an account of american business examining how america became a consumer society

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selecting target markets analyzing target markets rating target markets developing sales plan

## **Frontiers in Marketing Thought, Contributed Papers**

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## **The American Marketing Journal**

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