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**THE 7PS OF THE MARKETING MIX** OXFORD COLLEGE OF MARKETING AUG 21 2024 WEB 8 THG 10 2020 THE MARKETING MIX OR 7PS IS A FOUNDATION MODEL IN MARKETING IT HELPS TO DEFINE THE TACTICS TO MAKE THE MARKETING PLAN HAPPEN A PLANNED APPROACH TO MARKETING HELPS US TO SET CLEAR OBJECTIVES BASED ON THE CURRENT SITUATION A COMPANY IS FACING

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