
Marketing By Kerin Hartley 8th Edition

personal selling and sales management - irwin/mcgraw-hill marketing, 6/emarketing, 6/e berkowitz kerin hartley rudelius © the mcgraw-hill companies, inc., 2000 irwin/mcgraw-hill c h a p t e r t w e n t y ...

marketing theory - ufrgs - the nature of perceived value in the literature, the concept of 'perceived value' is often poorly differentiated from other related constructs – such as 'values', 'utility', 'price', and 'quality';

competitor analysis - nyu stern school of business - 1 competitor analysis competitive marketing strategies are strongest either when they position a firm's strengths against competitors' weaknesses or choose positions that pose no threat to competitors.

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