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Marketing Management A Strategic Decision

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MARKETING MANAGEMENT A STRATEGIC DECISION-MAKING APPROACH EIGHTH EDITION Associate Professor of Management Practice in Marketing and Entrepreneurship London Business School

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PLACE Place is a strategic decision that can have a significant impact on costs. The best location for your business depends on the nature of the business. Product is properly distributed and available in a best location at the right time. The process of moving products from the producer to the intended user is called place. As well all know, the Management and Science University (MSU) Penang ...

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