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table of contents part one the world of marketing 1 overview of marketing 2 strategic planning for competitive advantage 3 social responsibility ethics and the marketing environment 4 developing a global vision part two analyzing market opportunities 5 consumer decision making 6 business marketing 7 segmenting and targeting markets 8 decision support systems and marketing research part three product decisions 9 product concepts 10 developing and managing products 11 services and nonprofit organization marketing part four place distribution decisions 12 marketing channels and supply chain management 13 retailing part five promotion decisions 14 integrated marketing communication 15 advertising and public relations 16 sales promotion and personal selling part six pricing decisions 17 pricing concepts 18 setting the right price part seven technology driven marketing 19 customer relationship management

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