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PAPER V BASIC PRINCIPLES OF MARKETING AND ...

BASIC PRINCIPLES OF MARKETING AND MANAGEMENT LESSON 1- Definition & Core concept, marketing tools, P's- product, price, place and promotion LESSON 2- Market segmentation, targeting and positioning & analyzing the marketing environment LESSON 3- Study consumer behavior, need s and motivation, group dynamics, social

Computer Networking : Principles, Protocols and Practice

Computer Networking : Principles, Protocols and Practice, Release techniques allow to create point-to-point links while radio-based techniques, depending on the directionality of the antennas, can be used to build networks containing devices spread over a small geographical area 211The physical layer

Principles Of Marketing Second Edition

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