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Figure 15-1 Communications and the Services Marketing Triangle Internal Marketing Vertical Communications Horizontal Communications Interactive Marketing Personal Selling Customer Service Center Service Encounters Servicescapes External Marketing Communication Advertising Sales Promotion Public Relations Direct Marketing Company Customers Employees Source: Parts of model adapted from work by ...

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Question: CHAPTER 10. CHANNELS OF DISTRIBUTION (MARKETING) 1. How Does Physical Distribution Differ From Digital Distribution? Give An Example Of Each Type Of Distribution.

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