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124 The practice of shielding one or more
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Dr. Hartley was formerly the chair of the Department of Marketing at the University of Denver and has taught at the University of Colorado, the University of Minnesota, and in several executive development programs. His teaching interests include principles of marketing, marketing research, and marketing planning. Dr.

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marketing program. a plan that integrates the marketing mix to provide a good, service, or idea to prospective buyers. an organization can't satisfy the needs of all consumers, so it must focus on one or more subgroups, which are its _____.

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