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field of social marketing (marketing which focuses on helping individuals and groups modify their behaviors toward healthier and safer living styles) has authored over 60 marketing books, including

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presents
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framework.

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interactive communities of consumers who make products and brands a part of their daily lives. Learn how to create value and gain loyal customers. Kotler/Armstrong is a comprehensive,

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Armstrong, the authors of Principles of Marketing, segmentation is acknowledging that you can't serve all clients with the same level of satisfaction. This way, in order to provide the greatest

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satisfaction possible, it's necessary to define a "Target Market".

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