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The promotional tactics used by a store to increase the sale and frequency of purchase can be a good predictor of impulse buying (Mohan, Sivakumaran, & Sharma, 2013). Promotion is an important part of marketing management (Kotler & Keller, 2009). Thus, promotional tactics help to understand the impulse purchase made by the individuals. ...

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The marketing concept, a crucial change in management philosophy, can be explained best by the shift from a seller's market — one with a shortage of goods and services — to a buyer's market — one with

an abundance of goods and services. The advent of a strong buyerâ€™s market created the need for a customer orientation.

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marketing concepts for those new to marketing. !! This knowledge base will provide a foundation for the concepts presented in Market-Based Management, 6th edition.! Introduction to Marketing and Market-Based Management Dr. Roger J. Best

Introduction to Marketing and Market-Based Management

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could mention many marketing luminaries who had a great impact on our marketing theory and practice. I have been labeled the â€œfather of modern marketing.â€• This is the result of two things. My marketing textbooks have been used around the world for the last 45 years. I published Marketing Management in 1967 and it is now in its 15th edition ...

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