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Marketing is one ... s new product development. Roger A. Kerin, a professor at the Southern Methodist University, wrote this textbook with Professor Steven W. Hartley. You will also get access ...

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The Best Marketing Textbooks

While many people think of marketing being synonymous with advertising, marketing is actually a broad concept that encompasses a wide range of elements that a company must do to ensure effectiveness.

What Is Lack of Proper Marketing?

For example, a SWOT recommendation for a hotel with a multilingual workforce might be to expand its international marketing. A manufacturing firm with recently upgraded machinery would be well ...

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