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Chapter 12 Marketing management.doc 6 • Long term relationship between producers and intermediaries can ensure products availability at right time and right place • Everyone needs to realize customer satisfaction and marketing success will be needed in own career opportunities and remuneration • Marketing task in market driven organization - need to be done according to ethical code • If you promise something and don ' t deliver = fraud

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Chapter 12 THE ENGINEER, USER OF INFORMATION AND COMMUNICATION SYSTEMS. ... Database management systems. Uses, advantages and disadvantages ... E-commerce is the buying, selling, marketing and servicing of products and services across a variety of networks.

## Chapter 12

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Chapter 12. Industrial and Enterprise Networking. ... Create and follow appropriate change management procedures for major and minor network changes. ... Grants a license from a creator, developer, or producer to a third party for the purposes of marketing or sublicensing, or distributing the product to consumers

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## Chapter 12

Marketing Management - Chapter 12 1. Setting Product Strategy Marketing Management, 13th ed 12 2. Chapter Questions • What are the characteristics of products and how do marketers classify products? • How can companies differentiate products? • How can a company build and manage its product mix and product lines? 3.

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. Organizations use control procedures to ensure that they are progressing towards their goals, this chapter deals with the final component of the management process – CONTROL ...

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organization LESSON 14- Communication and control

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PAPER V BASIC PRINCIPLES OF MARKETING AND

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Is the totality of features that affect how a product looks, feels and functions, in terms of customer requirements.  
12. Maintenance and Repair  
Describes the service program for helping customers keep purchased in good working order  
13.

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Learning Objectives 12-1 Explain why companies use marketing channels and discuss the functions these channels perform. 12-2 Discuss how channel members interact and how they organize to perform the work of the channel. 12-3 Identify the major channel alternatives open to a company. 12-4 Explain how companies select, motivate, and evaluate channel members. 12-5 Discuss the nature and importance of marketing logistics and integrated supply chain management.

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