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Master the 4 Ps of marketing (Management Marketing Book 8):

Master the 4 Ps of marketing; This book is a practical and accessible guide to understanding and implementing the

marketing mix, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Launch a new product or test an existing marketing strategy
- Understand the 4 Ps of the marketing mix and use them to attract your target market
- Analyze case studies of well-known companies to see how the marketing mix operates in real life

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