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### **Mezcla De Marketing Kotler**

Written for courses in Principles of Marketing at four-year and two-year

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colleges, this shorter overview aims to help students master the basic principles and practices of modern marketing in an enjoyable and practical way. Its coverage balances upon three essential pillars - (1) theory and concepts; (2) practices and applications; and (3) pedagogy - cultivating an efficient, effective ...

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## **Marketing: An Introduction - Gary Armstrong, Philip Kotler ...**

Mezcla de marketing fig2.5 • La mezcla de marketing incluye herramientas tácticas controlables conocidas como las cuatro P (Marketing Mix) que la empresa combina para obtener la respuesta deseada en el mercado. • Las cuatro P

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incluyen: • Producto: combinación de bienes y servicios que la compañía ofrece al mercado meta

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