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appealing to multiple market segments using multiple marketing mixes. 9 Describe the elements of the marketing mix The marketing mix (or four Ps) is a blend of product, place, promotion, and pricing strategies designed to produce mutually satisfying exchanges with a target market. The starting point of the marketing mix is the product offering.

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Charles W. Lamb, Jr., served as chair of the department of marketing at the M. J. Neeley School of Business from 1982 to 1988 and again from 1997 to 2003. He is currently chair of the Department of Information Systems and Supply Chain Management and is a former president of the Academy of Marketing Science and the Southwestern Marketing ...

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