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E39 Auto To Manual Swap Guide

Minjie Lin



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web the marketing communications mix also called the promotion mix consists of four major tools advertising personal selling sales promotion and public relations each tool has its own unique characteristics and costs

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web between the covers the book discusses the entire marketing communication package consisting of advertising publicity

public relations direct marketing and sales promotion apart from mass communication person to person communication in the form of personal selling is also covered in sufficient details

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web marketing implementation companies have typically hired different agencies to help in the development of advertising sales promotion and publicity ideas however this often results in a lack of coordination between elements of the promotion mix when components of the mix are not all in harmony a confusing message may be sent to consumers

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