

Are The 4 P's Of International Marketing Of Equal Importance To All Firms? What Factors Might Cause Some To More Or Less Important Than Others? By Stefanie Hoffmann

By Stefanie Hoffmann

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It s time to retool the 4 P s of marketing for today s B2B reality. As a framework for fine-tuning the marketing mix, the P s product, place, price, and

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1 History; 2 McCarthy's four Ps; 3 Lauterborn's four Cs; 4 Four Cs: in the 7Cs Compass Model; 5 See also; 6 References; 7 External links

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