

# **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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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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Marketing decisions generally fall into the following four controllable categories: