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Учебник по маркетингу, написанный коллективом авторов при поддержке DECA (Национальная ассоциация студентов-маркетологов).

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1) Approach the customer- greeting. 2) Determine needs- learn what customer is looking for. 3) Present the product- educate the customer about the product. 4) Overcome objections- learn why the customer is reluctant to buy, provide information that to remove the level of uncertainty.

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Click the "view" option on the Marketing Essentials Textbook link below. Read through Ch1 Sect.3 and answer the After You Read questions 1-5 on page 23. 9/4 - 9/7 Day 4: 1. Update and analyze personal portfolio. Revise if necessary. 2. Match marketing core functions to examples. Update personal portfolio, sell and buy new investments if necessary.

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Marketing Research Name four sources of secondary data information for

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research studies. Section 29.1 1. Answers may include any four of the following: a business's marketing information system, Internet resources, government sources, specialized research companies, business publications, and trade organizations. 29.1

Chapter 29

Algebra 1: Common Core (15th Edition)
Charles, Randall I. Publisher Prentice Hall
ISBN 978-0-13328-114-9

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Marketing Essentials Unit 1: Introduction to Marketing Competency 1: Explain the

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role of marketing in everyday business functions. Suggested Enduring Understandings 1. Marketing is important in a global economy. 2. All functions of marketing play a major role in the global economy. Suggested Essential Questions 1.

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