

Marketing Essentials Chapter 12

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Terms to know for chapter 12. A. B. personal selling. any form of direct contact occurring between a salesperson & a customer. business-to-business selling. takes place in a manufacturer's or wholesaler's showroom (inside sales) or a customer's place of business (outside sales) telemarketing. the process of selling over the telephone.

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Graphic Organizer. 1Distribution is the process of getting goods and services to customers. 2Financing is getting the money that is necessary for setting up and running a business. 3Marketing information management is gathering and analyzing information about consumers, trends, and competitors ' products.

Chapter 13 Marketing in Today ' s World

Marketing Essentials follows a logical structure enabling students to clearly see how effective marketing requires an analysis of the market place, the recommendation of a marketing strategy and the implementation of the desired strategy. Marketing Essentials is ideal for use on introductory marketing modules at both undergraduate and MBA level.

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