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Chapter 2:

Company and

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Strategies and a
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BUS312*

Principles of
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Chapter 2

PRINCIPLES OF

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MARKETING – Chapter 2

Chapter 2

Summary *Topic 1:*

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2 Principles of

Marketing Lesson

2 #1 | Founding

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Chapter 2

Strategy

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QUESTIONS \u0026

ANSWERS - Kotler

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Information to

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Basics of

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Book (Online Chapter 2

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For Authors!)

What is

Strategic

Planning ||

Strategic

Planning Process

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Market

Segmentation

Introduction

~~Principles of~~

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~~Lecture 1~~ **Chapter 2**

~~Introduction~~

Blue Ocean

Strategy: How To
Create

Uncontested

Market Space And

Make Competition

Irrelevant

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Developing

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Strategies and a

Marketing Plan

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Chapter 2 **Chapter**

2: Principle of

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Marketing

Strategy – Rob

Palmatier and

Shrihari Sridhar

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Management

Chapter 2

(Kotler Keller)

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~~Chapter 2~~ Chapter 2

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Summary

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(Kotler, Philip,

Armstrong

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Gary, Harris Chapter 2

Lloyd, Piercy

Nigel) 7TH

Edition. All the matters that are described in the chapter are summed up and where needed explained.

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4 pages Chapter 2

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philip kotler

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1 Chapter Two

Company and

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Strategy Chapter 2

Partnering to
Build Customer
Relationships 2.

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Management, 14e

(Kotler/Keller)

Chapter 2

Developing

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Strategies and Plans Chapter 2

1) The task of any business is to _____. A) create customer needs B) differentiate in terms of cost of production C) deliver customer value at a profit D) reduce competition E) communicate

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similar value as

provided by

competitors

Answer: C

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Management, 14e

(Kotler/Keller)

Chapter 2

Developing

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Marketing Chapter 2

Strategies and
Plans 1) The
task of any
business is to
_____. A) create
customer needs
B) differentiate
in terms of cost
of production C)
deliver customer
value at a
profit D) reduce
competition E)

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Communicate Chapter 2

similar value as
provided by
competitors

Answer: C Page

Ref: 33

Objective: 1

Difficulty: Easy

2) What is the

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Choices, Real

People - Michael

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R. Solomon, Greg

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2 Kotler Chapter 6 2

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Chapter 2 – Chapter 2

Developing

Marketing

Strategies And

Plans Companies

need to focus on

the customer and

organize to

respond

effectively to

their changing

needs, to be

known as master

marketers. The

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Marketing Chapter 2

is the central instrument for directing and coordinating the marketing effort.

~~Summary of
Marketing
Management,
11Ed. Chapter 2
Kotler & Keller
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Marketing Chapter 2

Strategy User

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Displayed All

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Answers, Correct

Answers,

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Answered

Questions

Question 1 1 out

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Strategic

marketing

partners

Strategic

planning is the

process of

developing and

maintaining a

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strategic fit Chapter 2

between the organisation's goals and capabilities and its changing marketing opportunities. It is the base for the long term planning of the firm. At a corporate level, the firm starts

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defining the
company's
mission.

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... Chapter 2:

THE MARKETING

ENVIRONMENT

Strategic

planning is

defined as: “The

process of

developing and

maintaining a

strategic fit

between the

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organization's
goals and
capabilities and
its changing
marketing
opportunities."

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Chapter 2:
Strategic
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Strategic Chapter 2

planning is the process of developing and maintaining a strategic fit between the organisation's goals and capabilities and its changing marketing opportunities. It is the base

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for the long term planning of the firm. At a corporate level, the firm starts defining the company's mission.

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Marketing

Chapter 2 Chapter 2

Company and

Marketing

Strategy,

questions and

answers Chapter

3 Analyzing the

Marketing

Environment,

questions

Chapter 4

Managing

Marketing

Information to

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Gain Customer
Insights,
Questions and
Answers Chapter
5 Consumer
Markets and
Consumer Buyer
Behavior,
questions and
answers Summary
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Management
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Grondslagen van
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Dr. Bronis

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~~(Kotler) Chapter~~

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Customer

Relationship

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Marketing Chapter 2

States of

deprivation

Physical—food,

clothing,

warmth, safety

Social—belonging

and affection In

dividual—knowled

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~~Principles of~~

~~Marketing +~~

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~~Kotler. Customer~~

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Marketing:

Managing

Profitable

Customer

Relationships.

Chapter 2 -

Company and

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Strategy:

Partnering to

Build Customer

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Part 2:

Understanding
the Marketplace
and Consumers.

Chapter 3 - The
Marketing
Environment.

Chapter 4 -
Managing
Marketing
Information .

Chapter 5 -
Consumer and

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Business Buying 2

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Armstrong &
Kotler,
Marketing: An~~

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Marketing
(Kotler) Chapter
18 - Marketing
in the Digital
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Goals Be able to identify the major forces shaping the new digital age.

Understand how companies have responded to the Internet with e-business

strategies. Be able to describe the four major e-commerce

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