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ISBN-13: 978-0078780387. ISBN-10: 0078780381.

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Obtaining Data 2 Primary data experimental method A
research technique in which a researcher observes the
results of changing one or more marketing variables while
keeping all the other variables constant under controlled
conditions. Secondary data The experimental method is used

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Chapter 29

All marketing activities, other than personal selling, 8. advertising, and publicity, that are used to stimulate consumer purchasing and sales effectiveness. 9. The combination of different types of promotion. ... 152 Chapter 17 Marketing Essentials Student Activity Workbook .

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180 Chapter 17 Marketing Essentials Student Activity Workbook 1. What is the difference between a contest and a sweepstakes? 2. Sweepstakes are an example of a consumer incentive. Why might businesses use sweepstakes as a sales promotional device? companies highly suggest that you do. Think of techniques to encourage participants.

Chapter 17 Promotional Concepts and Strategies
Teh company review of staff, financial, production, and marketing mix can be found in this section of the marketing plan: Economy: the current state of this is important to businesses: performance standard: expectations that reflect marketing plan objectives: environmental scan

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