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customer who is ready to buy.”<sup>7</sup> The American Marketing Association offers this managerial definition: Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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Prospects who aren't ready to buy - or

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who are “sitting on the fence” – tend to be resistant to even well-crafted marketing messages. But a bunch of well aimed marketing case studies can often tip the scales in your favour. “Sell benefits, not features” is good advice, but benefit-rich copy can actually deter prospects who haven’t reached the decision stage yet.

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The overall marketing planning can be illustrated as follows: Q.4. Define marketing programme with the help of a diagram. Ans.Philip Kotler defines marketing programs as “a set of policy decisions on the level, allocation, and

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mix of marketing efforts”. It is, thus, a part of marketing planning and policy making.

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Case Study 1 Marketing and Distribution of Mushroom Sachin and Virag are two

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enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to

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