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Consumer Services Richard Mayeris a Senior Lecturer in Marketing at the University of Derby, where he is the programme manager for CIM

qualifications He is also the Director of his own Marketing Training Company, specialising in Strategic Marketing, Business to Business Marketing and Marketing Communications

3. CHAPTER 3 Marketing communication

3 CHAPTER 3 Marketing communication 31 INTRODUCTION marketing approach The customer does not always know what they want or what is possible SOCIETAL MARKETING CONCEPT This philosophy is an expansion of the marketing concept It seeks (2006), and services ...

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