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Results yielded by the strategy: The example of a marketing case study then gives the details of the results generated by the strategy with proper details. Conclusions or inferences: The marketing case study then ends with details about what conclusions could be drawn from the case study along with how it can help other individuals.

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Marketing Strategy, Text and Cases 6th Edition by O. C. Ferrell; Michael Hartline and Publisher Cengage Learning. Save up to 80% by choosing the eTextbook option for ISBN: 9781285607139, 1285607139. The print version of this textbook is ISBN: 9781285607139, 1285607139.

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The case aims to facilitate the students to understand the role and use of secondary data in business research or marketing research. Easy Travel, an e-commerce startup is looking for potential customers for its market expansion but has limited resources for primary research.

Marketing Strategies Text And Cases

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Lenovo's marketing team formulated a content marketing strategy to first create awareness and then build trust among their target audience, which mainly comprises IT professionals. The aim was to help them make informed buying decisions and to keep Lenovo at top-of-mind recall while making those decisions.

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