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Chapter 13: The Marketing Plan 84. 13.1 Marketing Plan Basics 85. 13.2 Writing the International Marketing Plan Back Matter. About the Author Appendix Core Principles of International Marketing . Chapter 10: Global Channels and Supply Chains. 10.0 Global Channels and Supply Chains Summary ...

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CHAPTER 10 Product concept in marketing is divided into different levels: core business; physical product; product and symbolic product. The division of the tangible product and intangible services is not so clear. Those two aspects are linked. PACKAGING: the product's packaging needs to cover 2 main purposes: argumented product (protection during transport) and symbolic product (goods exposure).

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Chapter 10 - Core Principles of International Marketing. Chapter 10: Global Channels and Supply Chains. 10.0 Global Channels and Supply Chains Summary. 10.1 Basics of Distribution Channels. 10.2 Global Supply Chain. 10.3 Global Sourcing and Distribution. 10.4 Organizing the Channel.

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Section 10.1 Role of Distribution Channels, Section 10.2 Channel institutions, and Section 10.3 Organizing the channel are edited versions of the chapter '10. Channel concepts: distributing the product' from the textbook 'Introducing Marketing, First Edition, 2011' authored by John Burnett - this book was published under The Global Text Project, funded by the Jacobs Foundation, Zurich, Switzerland.

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Marketing: The Core (chapter 10) STUDY. PLAY. product life cycle. The stages a new product goes through in the marketplace: introduction, growth, maturity, and decline. primary demand. The desire for the product class rather than for a specific brand, since there are a few competitors with the same product.

Chapter 10 - Core Principles of International Marketing

A marketing plan is a business document prepared for the purpose of describing the present market position of the business and its marketing strategy during the period covered under the marketing plan.. Following topics can be covered in a marketing plan: • Executive Summary • Company Description • Strategic Focus and Plan (includes mission statement, goals, competitive advantage, etc.)

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Chapter 10 - Marketing the Core. STUDY. PLAY. Product life cycle. describes the stages a new product goes though in the marketplace: introduction, growth, maturity, and decline. Trial. the initial purchase of a product by a consumer. Primary demand.

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The marketing strategy for CDC will be concentrate on the following points. 1. Offering of some extended features on definite time interval to maintain the freshness of product. 2. Continuous innovation in design and user interface to maintain the freshness of product. 3. Offering competitive pricing in its price segment. 4.

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