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of competition in a more positive direction. Factors, Not Forces more important than ever to equal attention to all of the forces rather than

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4P, 4-P or 4.P may refer to: The 4 P's or marketing mix, a business tool used in marketing products There is the 4 Ps of Innovation called the innovation mix 4P/Faye

### **The four p's of marketing**

Marketing is a business function that identifies consumer needs, determines target markets and applies products and services to serve these markets.

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The four Ps, often referred to as the marketing mix, BCG analysis is used to evaluate an organization's product portfolio in sales planning and marketing.

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ownership is diffusing and the shareholder body is becoming more international than some important legal others are of particular importance for

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1 History; 2 McCarthy's four Ps; 3 Lauterborn's four Cs; 4 Four Cs: in the 7Cs Compass Model; 5 See also; 6 References; 7 External links

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