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Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being innovation.

### **Marketing - Wikipedia**

A NOTE ON THE PRODUCT-MARKET GROWTH MATRIX Randall L. Schultz University of Iowa The product-market growth matrix is a standard feature of marketing textbooks

### **A NOTE ON THE PRODUCT-MARKET GROWTH MATRIX**

How to Segment Your Target Market Successfully: A Porsche Case Study. Those of us in marketing are faced with the challenge of trying to improve our marketing strategy with tactics that resonate with our target market.

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### **Acqua Panna - Wikipedia**

Arellano Cueva, Rolando (2000). Marketing, enfoque Am rica Latina. M xico: Mc Graw Hill.

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### **Frito-Lay - Wikipedia, la enciclopedia libre**

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