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a study of marketing theory and application. It is designed to guide students to become better business people who can more effectively use marketing to benefit individual ...

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(B2C) e-marketing. Identify online buyers and sellers.

Chapter 5 – Contemporary Marketing

Marketing has changed significantly since it first emerged as a distinct business and management phenomenon. We identify some of the major factors causing the observed change in marketing practice. We then describe a classification scheme that is based on transaction marketing and relationship marketing, each of which is characterised using five marketing exchange dimensions and four ...

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