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world. A good example of this is Toms Shoes.

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One of the most well known models of marketing management is known as "the 4 Ps" of the marketing mix. The first and foremost of those 4Ps is the Product, and it was thought that success was based on offering the right product at the right price, place and with the right promotion.

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Marketing Strategy Based on First Principles and Data Analytics - Chapter 1

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