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research technique in which a researcher



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observes the results of changing one or more marketing variables while keeping all the other variables constant under controlled conditions. Secondary data The experimental method is used

## Chapter 29

All marketing activities, other than

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personal selling, 8. advertising, and publicity, that are used to stimulate consumer purchasing and sales effectiveness. 9. The combination of different types of promotion. ... 152

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promotional device? companies highly suggest that you do. Think of techniques to encourage participants.

## Chapter 17 Promotional Concepts and Strategies

The company review of staff, financial, production, and marketing mix can be

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found in this section of the marketing plan:  
Economy: the current state of this is  
important to businesses: performance  
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scan

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