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Chapter 29

All marketing activities, other than personal selling, 8. advertising, and publicity, that are used to stimulate consumer  $\frac{Page}{10/12}$ 

purchasing and sales effectiveness. 9. The combination of different types of promotion. ... 152 Chapter 17 Marketing Essentials Student Activity Workbook.

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consumer incentive. Why might businesses use sweepstakes as a sales promotional device? companies highly suggest that you do. Think of techniques to encourage participants.

Chapter 17 Promotional Concepts and Strategies
Teh company review of staff, financial, production, and
marketing mix can be found in this section of the marketing
plan: Economy: the current state of this is important to
businesses: performance standard: expectations that reflect
marketing plan objectives: environmental scan

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