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- Describe the principles of market segmentation and the STP process.
- List the characteristics and differences between market segmentation and product differentiation.
- Explain consumer and business-to-business market segmentation.
- Describe different targeting strategies.
- Discuss the concept of positioning.

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6 What is Logistics? {Definition of supply chain management} Supply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers,

Chapter 1 Introduction to International Logistics

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It includes product, price, promotion, and place. • Integrated marketing program is a comprehensive plan that communicates and delivers the intended value to chosen customers. Preparing an Integrated Marketing Plan and Program 21.

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What is International Marketing? definition and meaning ...

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Ilkka Ronkainen, a leading expert in the areas of international business and marketing, has served on the faculty of The McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong.

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