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marketing methods to reach them ten ways to keep ahead of the competition ten ways to keep ahead of the competition motivated employees underpin vibrant growing businesses attracting them means more than paying a competitive wage people are often more impressed by a, **marketing 2101 ch 1 5 flashcards quizlet** - marketing 2101 ch 1 5 study play the ultimate user of a good or service marketing strategy that supports environmental stewardship thus creating a differential benefit in the minds of consumers and interpretation of information that allows a business to more astutely acquire develop and retain its customers customer insight, **gb214 marketing flashcards quizlet** - targeting strategy marketers must decide on a targeting strategy should the company go after one total market one or several market segments or even target customers individually custom marketing strategy an approach that tailors specific products and the messages about them to individual customers, **amazon com customer reviews indispensable marketing** - 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