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web the term marketing mix is a foundation model for businesses historically centered around product price place and promotion also known as the 4 ps the marketing mix has been defined as the set of marketing tools that the firm uses to pursue its marketing objectives in the target market marketing theory emerged in the early twenty first century

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web although the rise of consumer culture and marketing in britain and europe have been studied extensively less is known about developments elsewhere nevertheless recent research suggests that china exhibited a rich history of early marketing practices including branding packaging advertising and retail signage from as early as 200 bce chinese

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