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12 CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL OVERVIEW 2.1

INTRODUCTION This chapter reviews the disciplines that form the foundation of this study, namely

CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL

Swing producer is a supplier or a close oligopolistic group of suppliers of any commodity, controlling its global deposits and possessing large spare production capacity. A swing producer is able to increase or decrease commodity supply at minimal additional internal cost, and thus able to influence prices and balance the markets, providing ...

Swing producer - Wikipedia

In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix.

Promotional mix - Wikipedia

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Marketing mix) is a set of marketing tools that a company uses to promote its brand or product. The marketing mix consists of four main elements: product, price, place, and promotion. These elements are often referred to as the 4Ps of marketing. The marketing mix is a strategic tool that helps companies to identify their target market, understand their needs, and develop a marketing strategy that will effectively reach and persuade their target audience.

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