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May 1st, 2018 - About Phil Kotler Known as the father of modern marketing Philip Kotler is the S C Johnson amp Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University'

'Target audience Wikipedia

May 3rd, 2018 - A target audience is the intended audience or readership of a publication advertisement or other message In marketing and advertising it is a particular group of consumers within the predetermined target market identified as the targets or recipients for a particular advertisement or message'

'Textbook Answers GradeSaver

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May 2nd, 2018 - A touchpoint can be defined as any way a consumer can interact with a business whether it be person to person through a website an app or any form of communication ?Touchpoint Glossary? n d'

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'MBA Weekend Trimester Programme Guru Gobind Singh

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