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Lamb Hair Mcdaniel Chapter 7

mgmt 4 Lamb/Hair/McDaniel Chapter 7. Business Marketing. STUDY. PLAY. Business marketing. The marketing of goods and services to individuals and organizations for purposes other than personal consumption. intended use. The key characteristic distinguishing business products from consumer products is _____, not physical characteristics.

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Chapter 6 Video Ski Butternut Ski Butternut is a ski and snowboard mountain in the Berkshires. Because the mountain is a "soft" mountain, Ski Butternut collects large amounts of data based on rentals and Web traffic to make sure that they understand who the customer is and to whom they need to market.

Chapter 6 Consumer Decision Making 2014

Lamb, Hair, & McDaniel Ch. 1, 2, 5, 7, 8 linked notes for weeks 1-4 Start after 10:00 AM Monday, 16 FEB, complete before testing center closing on Friday, 20 FEB.

Exam 1

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