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VernonPress, United States, 2015. Paperback Condition: New. Language: English. Brand New Book ***** Print on Demand *****. This book offers novel methods for developing Value-based marketing strategies aimed at increasing revenue and profits. The Value concept relates all the benefits offered by a product with its price and the effort required to obtain it. Global competition requires managing Value rather than individual products or brands. This fosters customer loyalty, and provides a solid basis for relationship marketing. The...

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- Authored by Santiago Lopez
- Released at 2015



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