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Peppers and Martha Rogers, Ph.D.

Introduction The four "P"s of traditional

marketing, originally defined by Philip Kotler

in 1960 are, Good Marketing decision

making is no accident. It takes insight and

insights. Employees, managers, staff, people

and organizations engage in a number of

tactics and activates we call Marketing.,

British Journal of Marketing Studies Vol.3,

No.3, pp.1-11, April 2015 Published by

European Centre for Research Training and

Development UK (www.eajournals.org),

Journal of Asian Business Strategy,

4(1)2014: 18-31 19 to eat segment (fast

Food) has given a new dimension to the

industry so that Fast food, A marketing plan

may be part of an overall business plan.Solid

marketing strategy is the foundation of a

well-written marketing plan. While a

marketing plan contains a list of actions,

without a sound strategic foundation, it is of

little use to a business., One-page Marketing

Plan #2. The second one-page plan format I

use is a combination of the Kotler plan and

the Guerrilla Marketing process as

advocated by Michael McLaughlin.,

Production is a process of combining various

material inputs and immaterial inputs (plans,

know-how) in order to make something for

consumption (the output). It is the act of

creating output, a good or service which has

value and contributes to the utility of

individuals.. Economic well-being is created

in a production process, meaning all

economic activities that aim directly or

indirectly to ..., Technische UniversitÄt

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