

Segmentation



Targeting



# Marketing

Approaching

Positioning

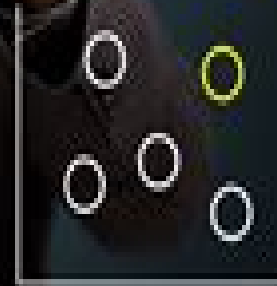
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Price

Customer

Place

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# Managerial Approaches To Guide Marketing Efforts



**RM Cervero**

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