

# 4P (Marketing Mix)

## **Produit**

Pilier de votre stratégie marketing.

Le produit répond à un besoin du consommateur.

### Prix

La politique de prix appliquée à votre business.

Existe t-il une différentiation pour vos produits ou service ?

# **Promotion**

Quels sont vos canaux de communication?

Quelle est votre communication?

## **Place**

Endroit où vos produits/services seront distribués (magasin, site e-commerce...)

# <u>Marketing Pour Nonspeacutecialistes Pratique</u> <u>Entreprise</u>

Jiyuan Zhang

Marketing Pour Nonspeacutecialistes Pratique Entreprise:

#### Marketing Pour Nonspeacutecialistes Pratique Entreprise Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has be more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "Marketing Pour Nonspeacutecialistes Pratique Entreprise," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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