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Chapter 2 - Developing Marketing Strategies and a Marketing Plan

**Chapter 2
Developing Marketing Strategies and a Marketing Plan**

TOOLS FOR INSTRUCTORS

Brief Chapter Outline
Learning Objectives
Chapter Overview ("Summing Up") Extended
Chapter Outline with Teaching Tips
PowerPoint Slides with Teaching Notes
Answers to End of Chapter Learning Aids
Chapter Case Study
Additional Teaching Tips

BRIEF CHAPTER OUTLINE

What is a Marketing Strategy?
The Marketing Plan
Growth Strategies
Summing Up
End of Chapter Learning Aids
Chapter Case Study: The Netflix Rollercoaster

Grewal Levy Marketing Case Study Answers

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