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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

Yicheng Fang

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