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Marketing Mix Have Been Conducted By Some Researchers In Marketing Fields (e.g., Low And Tan, 1995; Pheng And Ming, 1997; Melewar And Saunder, 2000). Nagar And Rajan (2005) Studied The Impact Of Satisfaction And Other Operational Factors Utilizing Cross- Sectional Data On US Retail Banks. Despite Its Mar 4th, 2024

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Market Segmentation And Different Customer Focus Strategies Are Found To Be The Two Of The Most Viable And Effective Solutions For Establishing And Maintaining Highly Performance Oriented, Robust And Successful Value Chain Management (Bolton, 1998 And Bowersox Et Al., 1999).Cited By: 5Publish Year: 2012Author: Tarun Kanti Bose Apr 4th, 2024

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Market Segmentation Undertaken By B2B Companies, Like Sapa, Has Any Influence On Customer Relationships. Method To Fulfil The Purpose Of This Thesis A Single Descriptive And Qualitative Case Study Was Conducted. The Theories On Market Segmentation And Customer Relationships Management Were Confronted With Empirical Data Collected May 4th, 2024

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