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A marketing orientation has been defined as a "philosophy of business management." or "a c A firm employing a product orientation is mainly concerned with the quality of its own product.

Marketing - Wikipedia

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Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale ...

Retail - Wikipedia

Estratã©gia de Marketing Mix. Os profissionais de marketing usam estas variã©veis para estabelecer um plano de marketing. Para o plano de marketing ser bem sucedido, a estratã©gia traã§ada para os quatro Ps, deve refletir a melhor proposta de valor para os consumidores de um mercado-alvo bem definido.

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