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- Segmented And Targeted Emails Generate 58% Of All Revenue. (DMA)
- Email Is 40 Times More Effective At Acquiring New Customers Than Facebook Or Mar 5th, 2024

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Merchant's Website, Searches On Google And Affiliate Network Websites. (AffStat)

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Textbook: M: Marketing 4e (2015 Paperback) By Grewal And Levy, New York: McGraw Hill Education (ISBN = 978-1259446290) Articles: Articles, Cases And Videos For Class Discussions Are Available On Canvas Mar 4th, 2024

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Of The Enterprise.” Stanton And Futrell 1987,
(fundamentals Of Marketing) Define Marketing As “all
Activities Designed To Generate And Facilitate Any
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