



STEPS ALONG THE WAY

A Governor's Scrapbook

Foreword by Alex Haley

Sam Alexander

Steps Along The Way

Yi-Tong Ma



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web the marketing communications mix also called the promotion mix consists of four major tools advertising personal

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web in a push strategy the promotional mix would consist of trade advertising and sales calls while the advertising media would normally be weighted towards trade magazines exhibitions and trade shows while a pull strategy would make more extensive use consumer oriented advertising and sales promotions while the media mix would be
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web between the covers the book discusses the entire marketing communication package consisting of advertising publicity public relations direct marketing and sales promotion apart from mass communication person to person communication in the form of personal selling is also covered in sufficient details

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web marketing implementation companies have typically hired different agencies to help in the development of advertising sales promotion and publicity ideas however this often results in a lack of coordination between elements of the promotion mix when components of the mix are not all in harmony a confusing message may be sent to consumers

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web it includes tools for consumer promotion trade promotion business sales force promotion rapid growth a decade ago ad to sales promotion ratio was about 40 60 now is like 25 75 growing this is due to managers need to increase sales internal some external causes like the of brands has increased seen as similar competitors

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