

The 4 As Of Marketing

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 The 4 A's of Marketing | Jagdish Sheth
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 Why You Need the 4A's and the 4P's for Effective Marketing
 Understanding the Marketing Mix: The 4 P's of Marketing
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marketing and non-marketing resources. The 4A framework helps companies create value for customers by identifying exactly what they want and need, as well as by uncovering new wants and needs.

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