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putting the marketing plan into action and managing it. Market Segmentation. separating large groups into smaller precise groups based on characteristics. customer profile. used to create a clear picture of the target market. Disposable Income. money left after taking out taxes; (a.k.a. net pay)
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geographics Segmentation of

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including several complementary products in a package that is sold at a single price

INCORRECT No answer given THE ANSWER bundle

pricing 2. a store offers all merchandise in a given category at certain prices INCORRECT

No answer given THE ANSWER price lining 3.

technique that involves setting prices that

...

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