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precision. There is a  
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through use of web  
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and conceptual  
frameworks (e.g.,  
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(Robertson,2012)

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inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage”

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operations. Walmart has developed a Web-based CPFR system called Retail Link. ...

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4. Principles of Merchandising:  
Merchandising is delivery of right product at right place and right time to the targeted customer. Successful operation of merchandising is dependent on following principles. 1. Offer What Customer Wants: Retailer must offer in



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his store what the customer wants or desires.

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Core Principles of International Marketing. ... This practice is also a win-win for locals, who have the opportunity to sell to Walmart, which can increase their profits and let them

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grow and hire more people and pay better wages. This, in turn, ...  
David A. Ricks, ...

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Theory & Practice:  
Finding the Best  
Measure of 'Corporate  
Citizenship, The Wall  
Street Journal, July 2,  
B3 ; and Greening, D.  
and D.Turban. (2000).  
Corporate Social  
Performance as a

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Competitive Advantage  
in Attracting a Quality  
Workforce, Business  
and Society 39, no. 3,  
September, 254.

## **References - Principles of Management | OpenStax**

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related disciplines. This book is based on my lecture materials developed over a decade of teaching the doctoral-level class on Research Methods at the University of South Florida. The target audience for this book includes Ph.D ...

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but the term "marketing" used to describe commercial activities assisting the buying and selling of products or services ...

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world, this course covers three core topics in customer loyalty: branding, customer centricity, and practical, go-to-market strategies.

### **Introduction to Marketing - Coursera**

The truth is, many marketing organizations think they're working in an agile way because they've adopted some

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agility principles, such as test and learn or reliance on cross-functional teams. But when you look below the surface, you quickly find they're only partly agile, and they therefore only reap partial benefits.

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