

Marketing Final Exam Study Guide

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This preview shows page 1 - 3 out of 17 pages. View full document. Marketing Final Exam Study Guide Chapter 10 Place - Making goods and services available in the right quantities and locations, when customers want them. Channel of Distribution - Any series of firms or individuals who participate in the flow of products from producer to final user or consumer.

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an organized method of collecting, storing, analyzing, and retrieving information to improve the effectiveness and efficiency of marketing decisions Market Economy also known as a free economy, an economic system in which resources are owned by individuals and decisions are made independently with no attempt at government regulation or control

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