

mcconnell brue economics 15th edition notes

Fri, 18 Jan 2019 06:56:00

GMT mcconnell brue economics 15th edition pdf - Non-price competition is a marketing strategy "in which one firm tries to distinguish its product or service from competing products on the basis of attributes like design and workmanship"

(McConnell-Brue, 2002, p. 43.7-43.8). The firm can also distinguish its product offering through quality of service, extensive distribution, customer focus, or any sustainable competitive advantage other ...

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