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- Production can exceed consumption or demand can decrease
- Some goods are only available during certain seasons
- Purchasers will buy goods in bulk at a discount rate and then store them until needed.

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Chapter 25 Marketing Essentials - TM. STUDY. PLAY. Price. The value in money or its equivalent placed on a good or service. Return on investment (ROI) A financial calculation that is used to determine the relative profitability of a product. Market share.

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Section 25.1 1. Value is a matter of anticipated satisfaction. If a product is highly valued, the price can be a little higher, which is

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the case in very popular items like the iPod or certain video games.

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investment is a. the value in money placed on a product or a service.
b. the relative profitability of a ...

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Marketing Essentials Chapter 2. mass marketing can still be used effectively by certain companies for their products, one example of a product that could be successful using mass marketing techniques is: The generation who was the first to grow up with *dual income families* and were

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Marketing Essentials © 2009 Chapter 25 I-Study Price is the value (in money or its equivalent) placed on a good or a service. There are many forms of price: fees, fares, tuition, rent, wages, commissions, etc. Pricing is a key factor in the success or failure of a product or service, and therefore of a business. The

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Marketing Essentials Chapter 25, Section 25.1 3. Relationship of Product Value The value that a customer places on an item or service makes the difference in their spending. Value is a matter of anticipated satisfaction.

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question. The process of classifying people who form a given

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market into even smaller groups. answer. market segmentation. question. Identifies target markets and sets marketing mix choices that focus on those markets. answer ...

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Explain why promotion is an important marketing function. Section 17.1 1. Promotion is an important marketing function because it is used to inform, persuade, or remind people about a company's products and its image. 17.1