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### M: Marketing

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Marketing - McGraw-Hill Education

LO2-1 Define a marketing strategy. A marketing strategy identifies (1) a firm's target markets(s), (2) a related marketing mix (its four Ps), and (3) the bases on which the firm plans to build a sustainable competitive advantage. Firms use four macro strategies to build their sustainable competitive advantage.

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Dhruv Grewal received a Ph.D. from Virginia Tech and is the Toyota Chair in Commerce and Electronic Business and professor of marketing at Babson College. His academic interests focus is on marketing foundations and research, retailing, pricing, and value-based strategies.

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relative market share and market growth rate -One of the most popular portfolio analysis methods, developed by the Boston Consulting Group (BCG), requires that firms classify all their products or services into a two-by-two matrix; the horizontal axis represents the relative market share, the vertical axis represents market growth rate.