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**Chapter 2
Developing Marketing Strategies and a Marketing Plan**

TOOLS FOR INSTRUCTORS

- Brief Chapter Outline
- Learning Objectives
- Chapter Overview (“Summing Up”)
- Extended Chapter Outline with Teaching Tips
 - Topics, key terms, and boxed inserts referenced to PPT slide
- PowerPoint Slides with Teaching Notes
- Answers to End of Chapter Learning Aids
- Chapter Case Study
- Additional Teaching Tips

BRIEF CHAPTER OUTLINE

What is a Marketing Strategy?

M Marketing Grewal Levy 3rd Edition Torrent

Dhruv Grewal, Michael Levy



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