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1.1 Our (tools / range / support) includes detergent, toilet cleaner and sponges. We use a lot of (advertising / presence / promotional), usually in women's magazines. You can find the brand in supermarkets and local shops. The (tangible / accessibility / process) of our (staff / mix / outlets) is important.

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1 The marketing mix 1 - Cambridge University Press

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Written for intermediate and upper-intermediate level English learners, though perhaps useful for native English speakers as well, Professional English in

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Use: Marketing is for people from social, professional or educational arenas who want to develop their marketing vocabulary and improve their content knowledge. As such, this book is a contribution to both workplace and classroom learning.

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