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permission marketing, marketers create and maintain long-term, interactive relationship with the customers. There are three characteristics of powerful marketing communication. These are anticipated, personal, and relevant communications. Permission marketing provides the customers for a chance to be marketed willingly.

CHAPTER 3 PERMISSION MARKETING - A REVIEW OF LITERATURE

I grasp the basic elements of a marketing strategy and plan I create a marketing orientation in your group or firm I understand and navigate the steps in the marketing process I plan effective marketing programs, advertising campaigns, and sales promotions

â,- Topic Outline What Is Marketing? Defining a Marketing Orientation Developing a Marketing Orientation

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