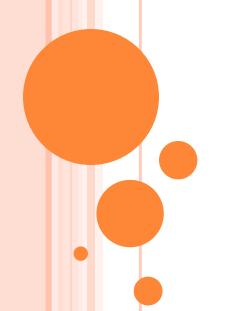
BBA-402

Marketing Management

The Marketing Concept

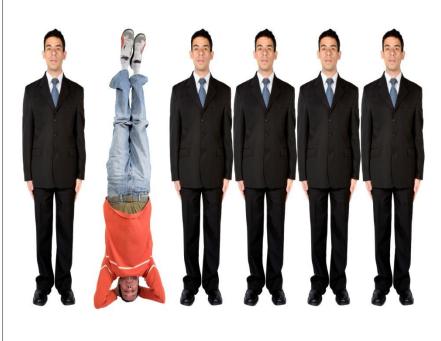


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Product Differentiation





Form Features Performance Quality Conformance Quality Durability Reliability Reparability **Style**