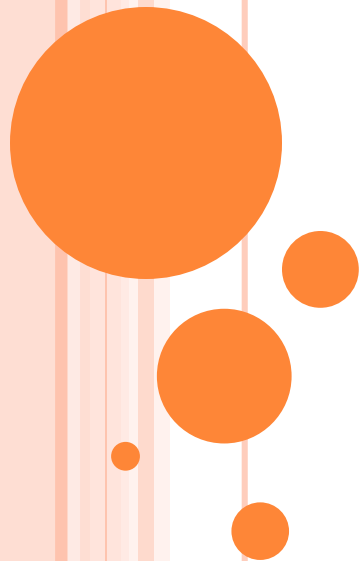


**Marketing Management**

**The Marketing Concept**

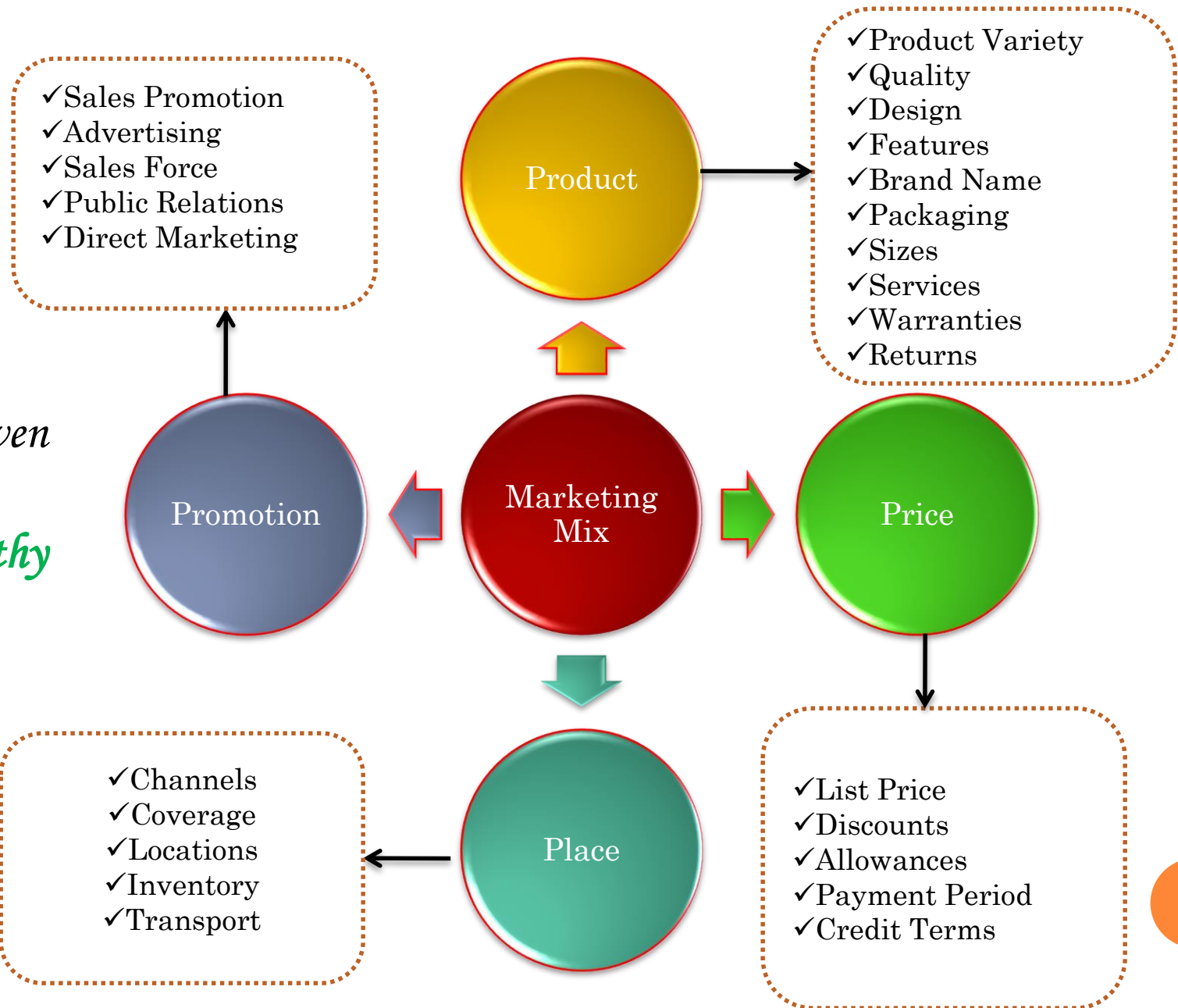
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# Components of Marketing Mix

*4Ps Given  
by  
McCarthy*



**Robert Lauterborn** suggested that the sellers' four **Ps** correspond to the customers' four **Cs**.

## Relation Between 4Ps & 4Cs

