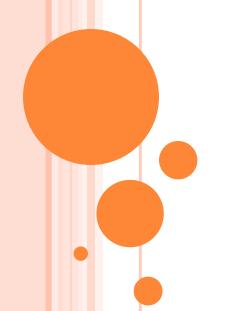
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Marketing Management

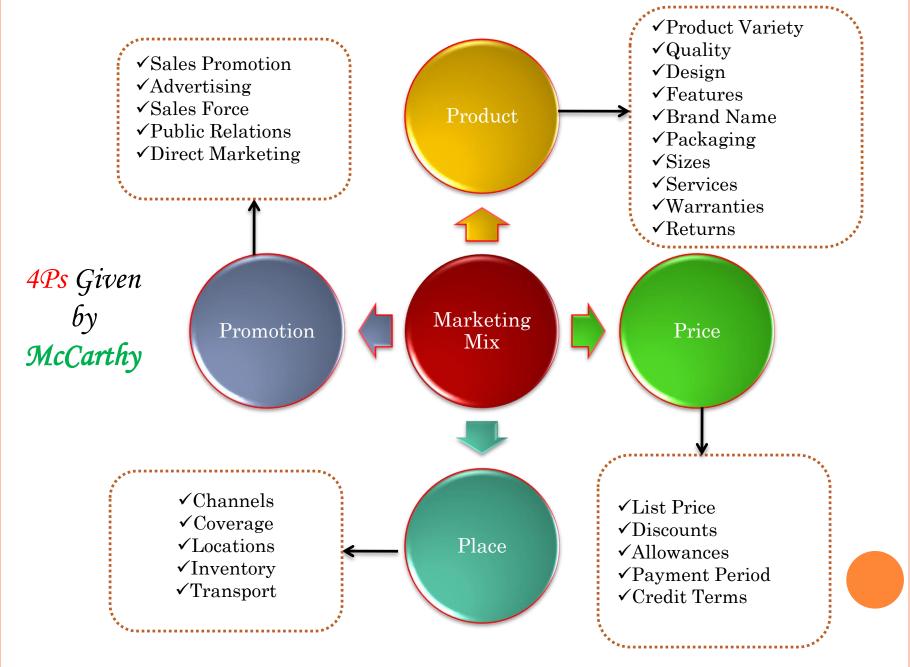
The Marketing Concept



Munindra Prakash (Ph.D.)

Assistant Professor FCM, Rama University Kanpur

Components of Marketing Mix



Relation Between 4Ps & 4Cs

Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs. 4Ps 4CsCustomer **Product** Solution Price **Customer Cost** Place Convenience Communication Promotion