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- Solve the specific marketing problems that arise
- Develop a marketing plan for a defined period of time

Key to experience sharing is the fact that with marketing training alone the dissemination is not automatically successful But successful dissemination comes also with good leadership and organization in the case of groups Thus

Marketing Scales Handbook

iv 34 Anger at Service Provider 38 35 Animosity (Economic) 39 36 Anomia 40 37 Anthropomorphizing 41 38 Anticipated Regret of Losing a Gamble 42 39

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