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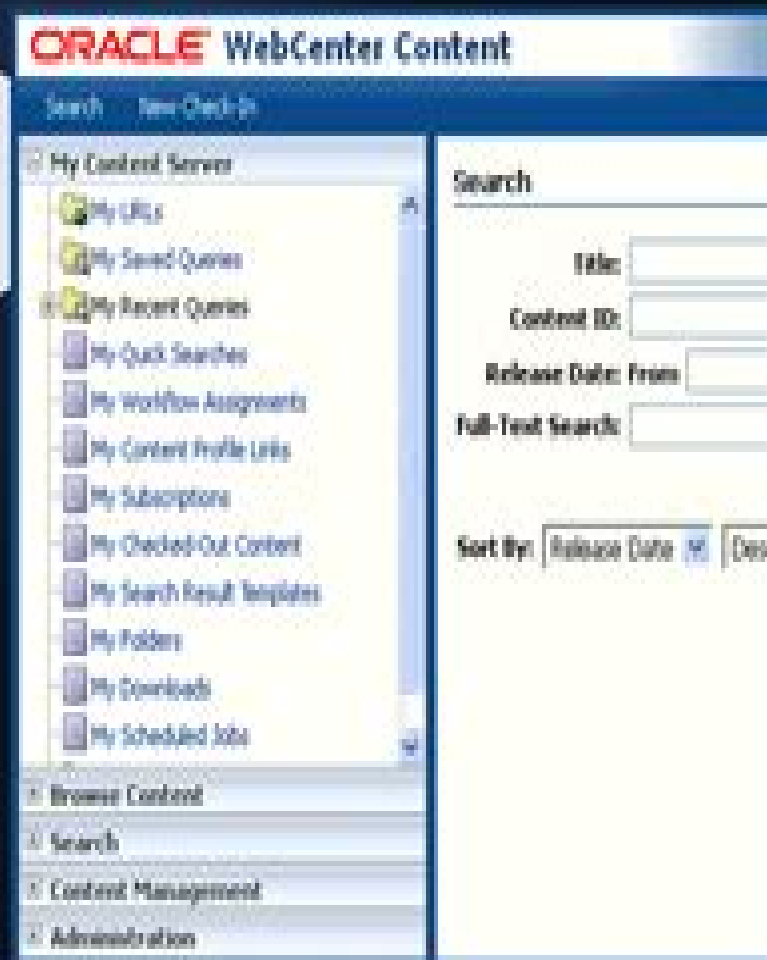


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Oracle Webcenter Student Guide

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web marketing fundamentals was developed to make a significant contribution to cultivating this mindset and to prepare students for the challenges ahead by engaging and motivating them to learn about marketing management and by encouraging them through marketing cases and experiential exercises to practice making sound marketing decisions

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web a firm s tailored marketing communication efforts that allows it to effectively appeal to a narrow carefully selected target market rifle approach direct response advertising any medium used to get an immediate response from a target audience eliminating an intermediary in the purchase process