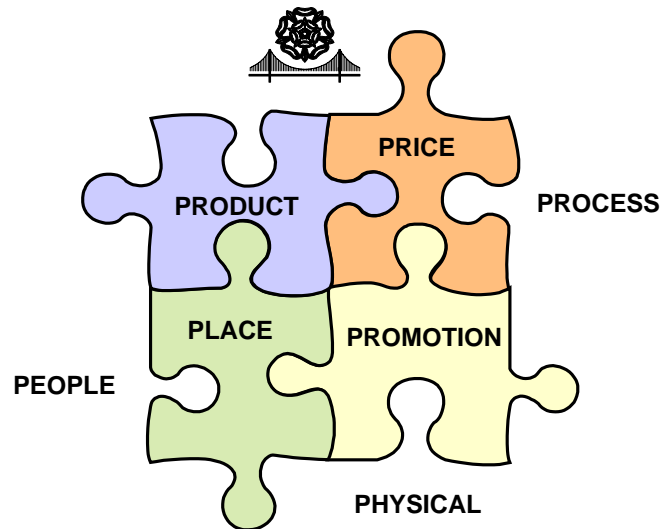


R&B-SaM - Marketing Mix - 7Ps



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The seven Ps - as they are known - of an organisation's marketing mix - are the key to ensuring the ongoing effectiveness - of any venture.

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical

The traditional core 4 pieces of the marketing mix jigsaw are complemented by - people, process and physical (evidence and provenance) for a modern service sector organisation.

For further information and / or to explore how to maximise the 7Ps for your business, please contact: David Riggall @ Rose & Bridge Associates
– Tel: 01904 720334 – URL: <http://www.ITaa.biz/it-Sales-Marketing.htm>