

Essentials Of Marketing Management By Greg Marshall

This is a textbook that instructors can connect with and students can learn from, in that it pulls them into the world of marketing through real-world applications. This textbook stays current by covering the hottest topics in this course area, such as Customer Relationship Management and Metrics, in a user-friendly, non-encyclopedic format. Marshall/Johnston's Essentials of Marketing Management has taken great effort to represent marketing management the way it is actually practiced in successful organizations today. In our view, leading and managing the aspects of marketing to improve individual, unit, and organizational performance-- marketing management-- is a core business activity. Its relevance is not limited to just marketing departments or marketing majors. And business students of all backgrounds should appreciate the impact of effective marketing management on their own professional careers as well on as the overall success of their organizations. Bottom line, the ability to do great marketing management is relevant to everyone in a firm.

The Internet has changed how we communicate, and that includes how we market. From corporate websites, to social media platforms, search engines, and more, there are many ways to reach your market in the digital age. The vast amount of data that can be generated (Big Data), adds to the complexity of marketing decisions, but

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also lets you understand your market better than ever before. *Digital Marketing Essentials You Always Wanted To Know* includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance. Whether you are a beginner, looking to understand the basics of digital marketing, or an expert marketer, searching for a way to increase your digital marketing ROI, *Digital Marketing Essentials* will help you achieve your goals.

Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich examples of contemporary research practices skillfully drawn from interviews with marketing research professionals and published practitioner studies. Clow and James explore the latest research techniques, including social media and other online methodologies, and they examine current statistical methods of analyzing data. With emphasis on how to interpret marketing research results and how to use those findings to make effective

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management decisions, the authors offer a unique learning-by-doing approach to understanding data analysis, interpreting data, and applying results to decision-making.

Marshall/Johnston's Marketing Management, 2e has taken great effort to represent marketing management the way it is actually practiced in successful organisations today. Given the dramatic changes in the field of marketing, it is a sure bet that the job of leading marketing manager's contributions to the organisation and its customers, clients, and partners has changed at the same level. Yet, no marketing management book on the market today fully and effectively captures and communicates to students how marketing management is really practiced in the 21st century business world. Clearly, it is time for an updated approach to teaching and learning within the field. Marketing Management 2e is designed to fulfill this need.

Essentials of Marketing Management Routledge

The new edition of Essentials of Marketing synthesises contemporary marketing knowledge to present the fundamental principles that underpin any introductory marketing course, while retaining the core coverage of marketing perspectives, tools, and planning from the previous edition. This edition has been revised to meet the needs of students taking the CIM Marketing Fundamentals examination, for which this text is essential reading.

This book is about marketing and marketing strategy planning. At its essence, marketing strategy planning is about figuring out how to do a superior job of

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satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach. Instructors and students can trust that this new edition of Essentials of Marketing 13e—and all of the other teaching and learning materials that accompany it – will satisfy every instructor and students' needs. Building on Pioneering Strengths This author team pioneered an innovative structure—using the “four Ps” with a managerial approach—for the introductory marketing course. It quickly became one of the most widely used business textbooks ever published because it organized the best ideas about marketing so that readers could both understand and apply them. The unifying focus of these ideas is on how to make the marketing decisions that a manager must make in deciding what customers to target and how best to meet their needs. Over many editions of Basic Marketing and Essentials of Marketing, there have been constant changes in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing's best practices and ideas. What's different about Essentials of Marketing? The success of this franchise is not the result of a single strength—or one long-lasting innovation. Other text books have adopted the four Ps framework and the Perreault author team has continuously improved the book.

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The text's four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package. Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and "how-to-do-it" techniques that relate to our overall framework for marketing strategy planning. Similarly, the Marketing Plan Coach on the text website helps students see how to create marketing plans. Taken together, these items speed the development of "marketing sense" and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work. As opposed to many other marketing text books, the authors emphasize careful integration of special topics. Some textbooks treat "special" topics—like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, marketing ethics, social issues, and business-to-business marketing—in separate chapters. The authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an unfortunate compartmentalization of

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ideas. The comprehensive package of materials gives instructors the flexibility to teach marketing their way- or for the student, the ability to learn marketing their way.

The study and management of exchange relationships is referred to as marketing. It is a process in a business that includes creating relationships with customers and meeting their expectations. Marketing is the most important component of business management. It includes communicating, delivering and exchanging offerings that have value for customers, clients, partners and society. Marketing orientation includes three basics - consumer orientation, organizational orientation, and mutually beneficial exchange. Product, place, price and promotion are the four foundations of a marketing mix. All marketing strategies are based on this marketing mix. This textbook is a compilation of chapters that discuss the most vital concepts in the field of marketing. Some of the diverse topics covered in this book address the varied branches that fall under this category. For someone with an interest and eye for detail, this textbook covers the most significant topics in the field of marketing. Unlike other International Marketing texts, Essentials of International Marketing includes only the most important information that can be easily covered in one semester. The book covers all the key topics for an International Marketing course, but in a concise,

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no-nonsense manner that meets the needs of undergraduates..In addition to including all the basic topics, this affordable text also offers two unique chapters on the metric system and on countertrade that provide essential information for successful international marketers. Essentials of International Marketing has been extensively class-tested and is well crafted to serve as a learning tool and a ready reference for students. Each chapter includes an opening case vignette, learning objectives, plentiful exhibits and tables, a summary, key terms, and discussion questions.

As the effectiveness of traditional marketing techniques continues to diminish, contemporary marketing increasingly becomes the most reliable method of expanding outreach and reflecting the needs of the modern consumer. When implemented, these contemporary strategies offer the greatest support for their client base, with a product range that adapts to the desires of the target market. The channels used to underpin these strategies are also radically different from traditional methods – placing emphasis upon platforms such as social media. Designed for both undergraduate and postgraduate students, as well as those in executive education and general business, The Handbook of Contemporary Marketing covers a wide range of themes, including: - Consumer behaviour - The latest marketing research - Services marketing -

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Brand management - Global marketing, and - Ethics in marketing. Each chapter includes case studies to illustrate and contextualise the topics covered, featuring companies as diverse as Amazon, McLaren, Unilever, UBS and Virgin Money. In alignment with its subject matter, The Handbook of Contemporary Marketing prioritises practicality over theory-based content - providing a comprehensive and contextualised insight into how marketing is developing in the 21st century.

ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips students with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. Designed specifically for instructors who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an

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increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Identifying and assessing the ways in which changes in the marketing mix affect consumer behavior is key to a successful marketing strategy. The Essentials of Marketing Research guides the student in designing, conducting and interpreting marketing research. This comprehensive textbook covers the full range of topics, including: Secondary research and data mining Internet marketing research Qualitative and exploratory research Statistical analysis Marketing research ethics With learning objectives at the beginning of each chapter, a host of cases and a comprehensive companion website, this book offers a range of tools to help students develop and test their research and analytical skills.

Marketing is both detailed and vague, with many complexities. This book provides new managers and leaders with a foundation in the core issues of marketing: · An overview of marketing and marketing management · Creating a strategic marketing plan · Performing market research · Creating and maintaining customer relationships and customer value Marketing Management Essentials You Always Wanted To Know is part of the Self-Learning Management Series that helps working professionals moving into management roles. The series addresses every aspect of

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business from HR to finance, marketing, and operations. Each book includes fundamentals, important concepts, and well-known principles, as well as practical applications of the subject matter.

Accessible to students with no prior study of Marketing and from all different backgrounds Brassington Essentials is a fun, up to date and interesting introduction to Marketing. The book has a great feel, full of large colour photos and frequent interesting cases from brands you will recognise, often with thought-provoking content that is relevant to the reader and accompanied by leading-edge online learning supports in the MyMarketingLab. Like Brassington's Principles of Marketing, this 'essentials' text brings together theory and practice. It covers a wide range of applications, industries and markets, exploring the way marketers must respond to those situations that demand an innovative response. Written in a lively style with great design, Essentials of Marketing is a concise, no-nonsense book, designed to contain all the essential information that students need to understand when taking a short introductory course in Marketing.

Help your students achieve marketing success by delivering the best up-to-the-minute coverage of key marketing topics available in this complete, yet brief, latest edition of ESSENTIALS OF MARKETING by award-winning instructors and leading authors Lamb/Hair/McDaniel. ESSENTIALS OF MARKETING, 7E uses a fresh, streamlined design to focus on captivating examples and innovative applications that ensure students not only understand marketing concepts, but also know how to effectively apply them to real-world practice. This edition now visually illustrates key marketing concepts and showcases the customer experience with an engaging writing style punctuated by the most recent marketing statistics and figures. A new appendix and exercises emphasize building a professional marketing plan with an

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integrated internet focus to further prepare students for success. This book's concise 15-chapter format offers unequalled flexibility to make this course your own with outside projects and readings, while still providing the comprehensive coverage students need. Powerful teaching and learning tools form part of the book's hallmark Integrated Learning System organized around the book's learning objectives. All-new videos produced specifically for this edition feature fascinating stories of marketing success, while a myriad of exceptional online and in-book tools answer the needs of a variety of learning and teaching styles.

ESSENTIALS OF MARKETING, 7E's lively coverage and broad-based appeal is designed to create a learning experience that leaves your students saying, Now that's marketing! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Essentials of Marketing, sixth edition, provides an accessible, lively and engaging introduction to marketing. Taking a practical, tactical approach, the authors cover traditional marketing techniques and theories, as well as offering the most up to date critical perspectives. Using contemporary case studies, in-chapter examples and suggestions for further reading the book provides everything an undergraduate or CIM student needs to excel in their discipline. The book is further complemented by a full range of online resources, including video cases, self-test questions, power-point slides and an instructor's manual. Professor Jim Blythe is the author of eighteen textbooks and over fifty journal articles. A former sales manager and marketing consultant, he has taught at universities in the UK, France, Germany, Japan and Zambia. He is widely travelled, and holds a private pilot's licence. Jane Martin is a senior lecturer in Marketing and Marketing Programme Leader at the University of Chester.

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She has taught in Universities in the UK and China and has previously been a company director and worked in business-to-business marketing. She has also been a member of the Chartered Institute of Marketing for a number of years.

Do your students need a fresh and concise introduction to marketing? Essentials of Marketing has arrived! This is the must have textbook for students looking to shine and excel in their marketing studies and future careers. Packed full of exciting and meaningful cases from organizations such as IKEA, FourSquare, Groupon and WOMAD, students are encouraged to think critically and consider how they would tackle the real marketing challenges and issues encountered by professionals on a daily basis. Covering the latest trends and developments in marketing, including social media and mobile marketing, students are given the opportunity to go beyond classical marketing theories and explore the latest cutting edge perspectives. Lecturers and students are provided with truly innovative online resources which are carefully integrated with the textbook.

Strategic Marketing Management (9th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems. This book presents a comprehensive framework to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution.

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available. This

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second edition has been fully revised and updated, including a new chapter on digital marketing written by Dr Wilson Ouzem. Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic.

Essentials of Health Care Marketing, Fourth Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market.

This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject. Its step- by- step approach provides comprehensive coverage of the five key strategic stages: * Where are we now? - Strategic and marketing analysis * Where do we want to be? - Strategic direction and strategy formulation * How might we get there? - Strategic choice * Which way is best? - Strategic evaluation * How can we ensure arrival? - Strategic implementation and control This new revised and updated third edition has completely new chapters

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on 'The Nature and Role of Competitive Advantage' and 'The Strategic Management of the Expanded Marketing Mix', and extensive new material covering:

- * The changing role of marketing
- * Approaches to analysing marketing capability
- * E-marketing
- * Branding
- * Customer relationship management
- * Relationship management myopia
- * The decline of loyalty

The book retains the key features that make it essential reading for all those studying the management of marketing - a strong emphasis on implementation, up to date mini cases, and questions and summaries in each chapter to reinforce key points. Widely known as the most authoritative, successful and influential text in the sector, the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing, and students of the CIM Diploma.

You no longer have to read complicated and boring books to learn about Marketing and Brand Management. Every important point you need to know about Marketing Management is summarized in this easy-to-read 200-page book! Marketing is more than just selling products, promoting them, building a distribution and setting prices. The entire Marketing process is much more extensive. The book shows how Marketing theory can be applied in a practical manner through the Marketing Mix. It consists of the analysis, planning, implementation

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and control of company activities. In addition, several strategic and operational topics on Brand Management are highlighted in the book. The combination of important insights from both Marketing and Brand Management will ensure that you are proficient in the indispensable business function. You will find everything you need to know about the basics of Marketing and Brand Management in this book, including: ?? Marketing Plan ?? Marketing Strategies ?? Marketing Mix ?? Brand Process & Strategies ?? Strategic Marketing Management ?? Brand Positioning It's true to the title: Marketing Management - Marketing made simple - Essentials of Marketing! The book includes: ?? All relevant Marketing Theories are explained in a understandable way ?? Over 65 images as an overview ?? Practical examples, tips and summaries The book is already ranked among the Top 20 in Marketing and International Management in Germany. Get into the world of marketing now! Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Know Your ESM presents quick review questions designed to help students consolidate their understanding of

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key chapter concepts. Make it easy for students to relate: Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe. Help students see how various concepts fit into the big picture: Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for lessons: Enhanced Instructor Supplements Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer. Case Bank: Cases can be in PDF format available for download as an Instructor Resource.

Step-by-step guidelines for successful marketing management! Designed for college- and graduate-level marketing students, *Marketing Management: Text and Cases* is also a valuable resource for

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anyone trying to market a product or service. This volume integrates understandable marketing concepts and techniques with useful tables, graphs, and exhibits. Three leading experts in marketing management teach you how to market any business. Marketing Management: Text and Cases is divided into two sections to accommodate a wide variety of interests. The first section is an essential textbook that offers a complete overview of marketing management, and describes the steps necessary for successful company-to-customer interaction. Each chapter comes generously enhanced with tables and charts to clearly demonstrate the marketing process from concept to implementation. Marketing Management: Text and Cases also contains fifteen new case studies to challenge the more experienced marketing student as well as introduce the beginner to situations where the marketing process can be demonstrated. These cases provide a wide variety of managerial situations for small, medium, and large companies as well as entrepreneurial cases to expose readers to the types of analyses needed for those examples. From the creation of a new waterpark to marketing algae products, these case studies provide backgrounds, histories, trend analyses, and data to reveal the companies' situations and possible solutions. This book is useful for training courses and valuable to university faculty and students as well as business managers, CEOs,

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and entrepreneurs. Marketing Management: Text and Cases covers essential managerial elements of marketing, including: an overview of marketing in the new millennium, including basic definitions, global marketing, and electronic marketing customer analysis—segmentation, market grids, and market estimations competitive analysis—types of competition, gathering intelligence, and marketing audits financial analysis—assessing revenue, cost, profitability, and risk for marketing decisions marketing planning—both strategic planning and operational perspectives evaluation and control of marketing activities including sales, cost, and profit

Essentials of Marketing: A Marketing Strategy Planning Approach is about marketing and marketing strategy planning. At its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach. Instructors and students can trust that this new edition of Essentials of Marketing 14e - and all of the teaching and learning materials that accompany it - will satisfy every instructor and students' needs. Building on Pioneering Strengths This author team pioneered an innovative structure - using the “four Ps” with a managerial approach for the introductory marketing course. It has become one of the most widely used business textbooks ever published because it organises the best ideas about marketing so that readers can both understand and apply them. The unifying focus of these ideas is on how

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to make marketing decisions that a manager must make in deciding what customers to target and how best to meet their needs. Over many editions of Essentials of Marketing, there have been constant changes in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing updates to the text to reflect marketing's best practices and ideas. What's unique about Essentials of Marketing? The four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package. Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and “how-to-do-it” techniques that relate to our overall framework for marketing strategy planning. Similarly, the online Marketing Plan Coach helps students see how to create marketing plans. Taken together, these items speed the development of “marketing sense” and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work. The authors emphasise careful integration of special topics. Some textbooks treat “special” topics—like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organisations, marketing

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ethics, social issues, and business-to-business marketing—in separate chapters. The authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an unfortunate compartmentalisation of ideas. The comprehensive package of materials gives instructors the flexibility to teach marketing their way - or for the student, the ability to learn marketing their way. This is a textbook that instructors can connect with and students can learn from, in that it pulls them into the world of marketing through real-world applications. This textbook stays current by covering the hottest topics in this course area, such as Customer Relationship Management and Metrics, in a user-friendly, non-encyclopedic format. Marshall/Johnston's Essentials of Marketing Management has taken great effort to represent marketing management the way it is actually practiced in successful organizations today. In our view, leading and managing the aspects of marketing to improve individual, unit, and organizational performance— marketing management— is a core business activity. Its relevance is not limited to just marketing departments or marketing majors. And business students of all backgrounds should appreciate the impact of effective marketing management on their own professional careers as well on as the overall success of their organizations. Bottom line, the ability to do great marketing management is relevant to everyone in a firm.

The new edition of this established text provides students with a straightforward exposition of key

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marketing management concepts.

Essentials of Marketing 5e provides a vibrant and accessible introduction to Marketing providing concise and accessible coverage of: · traditional marketing techniques and theories, · the practical and tactical decision-making processes involved in marketing, · up-to-date topics such as corporate social responsibility, social media and ethics. The book takes a practical approach, with plentiful examples and up-to-date case studies, complimented by a full range of online resources including video cases for every chapter and new author podcasts making this book perfect for undergraduates taking a one semester introductory marketing course.

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham offer an alternative to the traditional American focused teaching materials currently available. This second edition has been fully revised and updated, including a new chapter on digital marketing written by Dr Wilson Ouzem. Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, The Essentials of Marketing Management builds on successful earlier editions to provide a solid foundation to understanding this core topic

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approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

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