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""The Meaning of Design""""Product Design Situations""; ""Design Disciplines""; ""Industrial Design""; ""Graphic Design""; ""Interior Design""; ""9. Market Planning""; ""The Situation Analysis""; ""Industry Analysis""; ""Competitor Analysis""; ""Company Analysis""; ""Customer Analysis""; ""Sales Analysis""; ""Marketing Objectives""; ""Marketing Mix Activities""; ""Key Product Issues""; ""Key Distribution Issues""; ""Key Promotion Issues""; ""Key Pricing Issues""; ""Estimating the Marketing Strategy Budget""; ""Marketing Strategy Control""
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Sommario/riassunto

Both concise and comprehensive, this engaging text addresses the complex, interdisciplinary nature of
