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*Page 4/24*

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ecosystems. In fact, it is the future of your brand.” Finding Marketing Opportunities Within a Business ...

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According to Northwestern University marketing professor, Philip Kotler,

*Page 11/24*

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marketing information ... to the paradigm shift by enhancing their data management prowess. They're retraining existing ...

*The Effect of Marketing Information  
System on Sales Performance*

Philip Kotler, author and distinguished professor of International Marketing,

*Page 12/24*

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Kellogg School of Management,  
Northwestern University; Shelly Lazarus,  
chairman emeritus, Ogilvy & Mather;  
strategist and ...

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2006), which has received praise from  
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American marketing author, consultant, and professor at the Kellogg School of Management at Northwestern University coined the term “atmospherics” way back in 1973.

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*Page 16/24*



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