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Additional Resource: Contemporary  
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Beckman, Boone, Kurtz: Holt, Rinehart  
and Winston of Canada, Limited:  
Chapter 14 - Production and  
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## [Activities Of The Purchasing Function](#) [- eNotes.com](#)

Personal selling occurs when a sales representative meets with a potential client for the purpose of transacting a sale. Many sales representatives rely

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on a sequential sales process that typically includes nine steps. Some sales representatives develop scripts for all or part of the sales process.

[Personal selling - Wikipedia](#)

In marketing, the promotional mix

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describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix. It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best

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marketing results, and the challenge  
for marketers is to find the right ...

[Promotional mix - Wikipedia](#)

Boone and Kurtz, Contemporary  
Marketing (South-Western) Etzel,  
Walker, and Stanton, Marketing

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(McGraw-Hill) ... You can broaden your understanding of marketing principles and their applications by reading articles in newspapers and business publications such as The Wall Street Journal, Business Week, Harvard Business Review, Fortune, ...

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[Principles of Marketing Exam – CLEP  
– The College Board](#)

Supervision of business activities: ...  
(Boone and Kurtz, 2013). People :  
Your destination is developing so well  
because it keeps its employees  
satisfied by providing financial and non-

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financial rewards. ... Boone, L.E. and Kurtz, D.L., (2013) Contemporary marketing. USA: Cengage Learning.

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administration students.

[Principles of Management Lecture  
Notes](#)

Boone, LE & Kurtz, DL (2010)  
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& Sons Brink, H, Walt, C.V &

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Rensburg, G.V. (2005) "Fundamentals of Research Methodology for Health-Care Professionals" Juta Online  
Brott, R. (2008) "Successful Time Management: Be the Productive Person You Want to Be" ANC Book Publishing

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- Research Methodology](#)

Samuel A. Kurtz Beyond the lifetime of organizations: ... Journal of Small Business and Enterprise Development ahead-of-print, ... Hokyung Hwang, Jeannette A. Colyvas Constructed

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a Contemporary World, Academy of  
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that protect Christians are not in the financial interests of local or state governments.

[Liberal corporate tyranny - Conservapedia](#)

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