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In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been

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

[Promotional mix -
Wikipedia](#)

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Marketing (South-
Western) Etzel, Walker,
and Stanton, Marketing
(McGraw-Hill) Kerin,
Hartley, Berkowitz, and
Rudelius, Marketing
(McGraw-Hill/Irwin)
Kotler and Armstrong,
Principles of Marketing
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Hair, and McDaniel,

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Essentials of Marketing
(South-Western)

[Principles of Marketing
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Social media marketing is partially based on buzz marketing that can be explained as “ word-of-mouth messages that bridge the gap between a company and its

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products ” (Boone and
Kurtz, 2013, p.22).

Benefits of social media
to small hospitality
businesses are explained
by Mihalic and Buhalis
(2013) by referring to the
concept of viral
marketing.

[ICT in Tourism and
Hospitality Industry:
literature review ...](#)

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Contemporary Business
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3rd Canadian Edition By
Louis E. Boone, David L.
Kurtz, Susan Berston,
Michael H. Khan, Brahm
M. Canzer
Contemporary Business,
18th Edition

[Course Catalog -
WileyPLUS](#)

Rich LeFurgy (born c.
1956) is an American

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advertising consultant and investor. The founding chairman of the Interactive Advertising Bureau, he left a senior position at a Madison Avenue agency in 1995, becoming one of the first advertising executives to shift from traditional to digital media. Described as the "godfather of internet advertising standards," LeFurgy was

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central to the ...

[Rich LeFurgy -
Wikipedia](#)

Louis Boone, David
Kurtz, Contemporary
Marketing (2015), p. 183.
New Thinking. New
Possibilities. Hyundai:
Situn Krushna Sahu,
Sunil Kumar Pradhan,
Marketing Management:
An Indian Prospective

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Contemporary Marketing 15th Edition (2016). Nick Jr. is Just for Me! Nick Jr. David Buckingham, Small Screens: Television for Children (2002), p. 22. Nobody can do it like McDonald's can ...

[Advertising slogans - Wikiquote](#)

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