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A vertical marketing system (VMS) is one in which the main members of a distribution channel—producer, wholesaler, and retailer—work together as a unified group in order to meet consumer needs.

[American Marketing Association - Wikipedia](#)

In marketing, promotion refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, most of the time is persuasive in nature. It helps marketers to create a distinctive place in customers' mind, it can be either a cognitive or emotional route. The aim of promotion is to increase awareness, create interest, generate ...

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marketing is the way of pricing a product. Pricing is the solitary aspect in the marketing mix that an organization receives income. Strategies of pricing are connected with aspects of living standard, size of the inhabitants, age, and buying guide of its purchaser market. Pricing depends with the economy of the country. As

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Integrated marketing communications attempts to coordinate and control the various elements of the promotional mix—advertising, personal selling, public relations, publicity, direct marketing, and sales promotion—to produce a unified customer-focused message and, therefore, achieve various organizational objectives (Boone & Kurtz, 2007, p ...

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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 (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 ...

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