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It is advisable to conduct an environmental analysis-both internal and external-to determine the major factors that may affect an organization. The internal environment is the assessment of an organization's strength and weaknesses. The external environment, on the other hand, focuses on the opportunities and threats (Kotler & Armstrong, 2010)

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Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.

Kotler, P., & Armstrong, G. (2010). Principles of ...

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Dividing a market into smaller groups of buyers with distinct needs, characteristics, or behavior who might require separate products of marketing mixes. Target marketing. The process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

Principles Of Marketing Kotler Armstrong

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Principles of Marketing 16th edition is another book on marketing. Gary Armstrong and Philip Kotler are the book authors. Marketing an Introduction is another joint work by both authors. Published under Pearson, the 16th edition is a revised and expanded text.