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Uncover and satisfy customer needs. Be familiar with the six (6) uncontrollable forces that influence marketing mix decisions. 1. Social (cultural) changes in the society or culture, habits, what is acceptable, etc. (women in workforce, health focus, environmental) 2. Political (legal): laws- punishments by fines, jails, capital punishment, etc., ethics- established by society.

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- Production philosophy • Focus is production; may work well when demand exceeds supply and when economies of scale are more important.
- These 3 philosophies are considered at the end of the marketing process because the research is already completed and the product is created. Now the customers are being introduced to the product.

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Sales marketing i. business looks inward; it is internally focused and believes that developing outstanding products and services is the key to attracting customers b. Marketing orientation i. Business looks outward; it is externally focused and believes that directly focusing on the customer before the dealing the with product 5.

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