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Advertising A paid form of
communication from an identifiable
source, delivered through a
communication channel, and designed
to persuade the receiver to take some
action, now or in the future Personal
Selling The two-way flow of

communication between a buyer and a seller that is designed to influence the buyer's purchase decision Integrated Marketing Communications [...]

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Test. PLAY. Match. Gravity. Created by. danielquade. ... all of the business involved in completing marketing activities as products move from the producer to the consumer. ... the study of economic behavior and relationships for the entire society.

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