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Edmund Jerome McCarthy (February 20, 1928 â€™ December 3, 2015) was an American marketing professor and author. He proposed the concept of the 4 Ps marketing mix in his 1960 book Basic Marketing: A Managerial Approach, which has been one of the top textbooks in university marketing courses since its publication. According to the Oxford Dictionary of Marketing, McCarthy was a "pivotal figure in ...

E. Jerome McCarthy - Wikipedia

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Services marketing - Wikipedia

5th January: Nigel Taylor has been in touch with the latest news from the Detroit Spinner and Acute Angle pits: Steve Summer of Poole in Dorset has been busy on the Detroit Spinner, redoing some of the chassis,wiring and interior on the Nostalgic Prefect.He has rebuilt a BBC 496 motor and a TH400 gearbox ready to power the Prefect hopefully into the tens - the 496 has run 8.48 previously.

European Drag Racing News - Eurodragster.com

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Marketing for Libraries - eduScapes

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