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- o the importance of being market-oriented, with a focus on expanding the "marketers' toolbox", i.e. considering the expanded marketing mix through all areas of marketing
- o the need for a dynamic outlook on marketing, which responds to the continually changing world (e.g. where lines between traditional marketing concepts and strategies are blurred)
- o a continued focus on a key differentiating content coverage of the text, namely branding, the expanded marketing mix and customer-focus. EMM in particular will also be more strongly integrated throughout the text
- o the increasing interdependence of goods and services to the extent that goods and services are increasingly bundled together
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