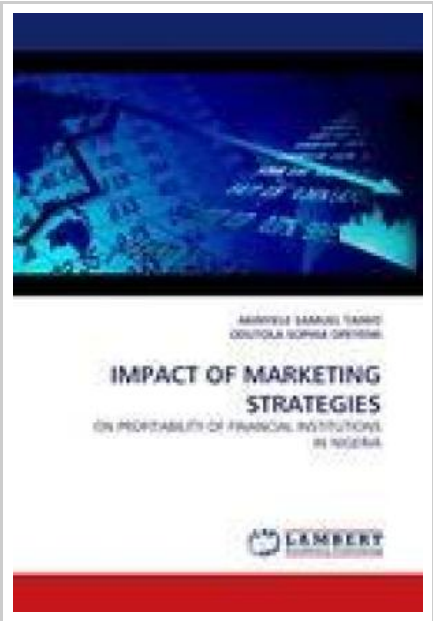

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IMPACT OF MARKETING STRATEGIES

By AKINYELE SAMUEL TAIWO

LAP Lambert Acad. Publ. Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 220x150x5 mm. This item is printed on demand - Print on Demand Neuware - In this research study the techniques used are explored with a view to see the significant impact of marketing as a concept human invention. This involves those activities we enjoyed in order to satisfy our economy needs and wants. Marketing as it were represents a very important factor in any business organization. Questionnaire, which was the primary source of data selection, was used as the survey instrument for the collection of data while secondary data were drawn from textbooks, journals and the internet. T-test and Pearson's Product Moment Correlation were used to test the hypothesis. Among the major findings are: (i) To know if effective marketing strategies have a positive correlation with the quality of marketing management practice. (ii) To know if marketing strategies creates awareness to customers. (iii) To know if profitability is dependent on marketing strategies. (iv)To ascertain that competitive marketing strategies have a positive impact on banks. The recommendations will focus on what can be done to improve marketing strategies thereby increasing profit for a better business environment placing emphasis on the...

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