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1 1 Advanced Marketing Concepts & Applications Course  
Coordinator: Professor Kate Westberg Topic 9: Marketing Metrics  
2 This topic relates to: • Reading: Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G. (2013). Marketing, 9th Edition, Pearson, 765-769. (Appendix 2: Marketing by the Numbers) • Part of Consulting Task #6 (short term product planning) and Consulting Task#7 ...

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