



**DESIGNING
BETTER
MAPS**

a guide for GIS users

THIRD EDITION

CYNTHIA A. BREWER

Designing
Better Maps,
third edition
A Guide for GIS Users

CYNTHIA A. BREWER

Designing Better Maps A Guide For Gis Users

Cynthia A. Brewer



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a establish and maintain mutually satisfying relationships with customers b determine how to deliver superior customer value

c do research on its customers competitors and markets d implement actions that provide value to customers e all over the

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mar 22 2023 stanton correct answer b mc carthy explanation mc carthy is the correct answer because he is the one who

coined the term 4ps the 4ps refer to the marketing mix which includes product price place and promotion mc carthy

introduced this concept in his book basic marketing a managerial approach in 1960

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1 which of these is true about marketing marketing is used to promote the product and services marketing is concerned

about the sales only marketing is the activity set of institutions and processes for creating communicating delivering and

exchanging offerings that have value for customers clients partners and society at large

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