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suppliers, marketing intermediaries,
customer markets, competitors, and

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environmental forces that affect the

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Chapter 3

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Chapter 3 Analyzing the Marketing Environment 1) You are directed to study the factors close to the company that affect its ability to serve its customers-departments within the

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company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?

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BE200 - Chapter 3 - Part 1

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