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chapter 3: analyzing the marketing environment mark101 samuel lee 5 LEARNING OBJECTIVES 1. Describe the environmental forces that affect the company's ability to serve its customers.

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essays that were like 15 pages long.

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revenue. Greater demand creates the need for companies to hire new workers, while revenue (top line) contributes to a company's bottom line (profits), which allow the company to be more fully engaged in socially responsible activities.

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This video contains an online lecture for BE200 course (Principles of Marketing) - Chapter 3 - Analyzing the Marketing Environment - Part 1 - Microenvironment

### **BE200 - Chapter 3 - Part 1 - YouTube**

Chapter 2. Developing Marketing Strategies and Plans. Part 2: Capturing Marketing Insights. Chapter 3. Gathering Information and Scanning the Environment. Chapter 4. Conducting Marketing Research and Forecasting on Demand. Part 3: Connecting with Customers. Chapter 5. Creating Long-term Loyalty Relationships. Chapter 6. Analyzing Consumer ...

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