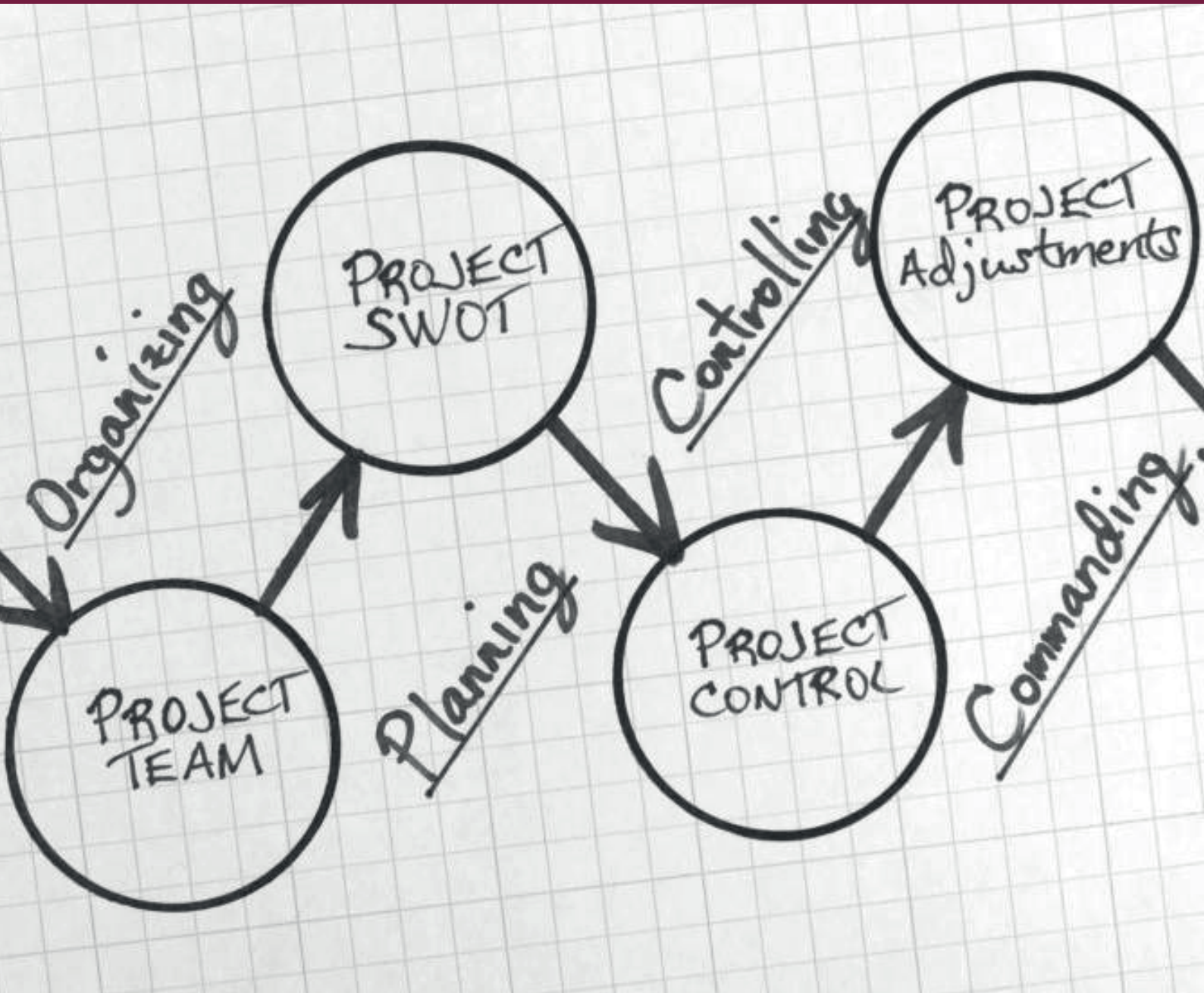




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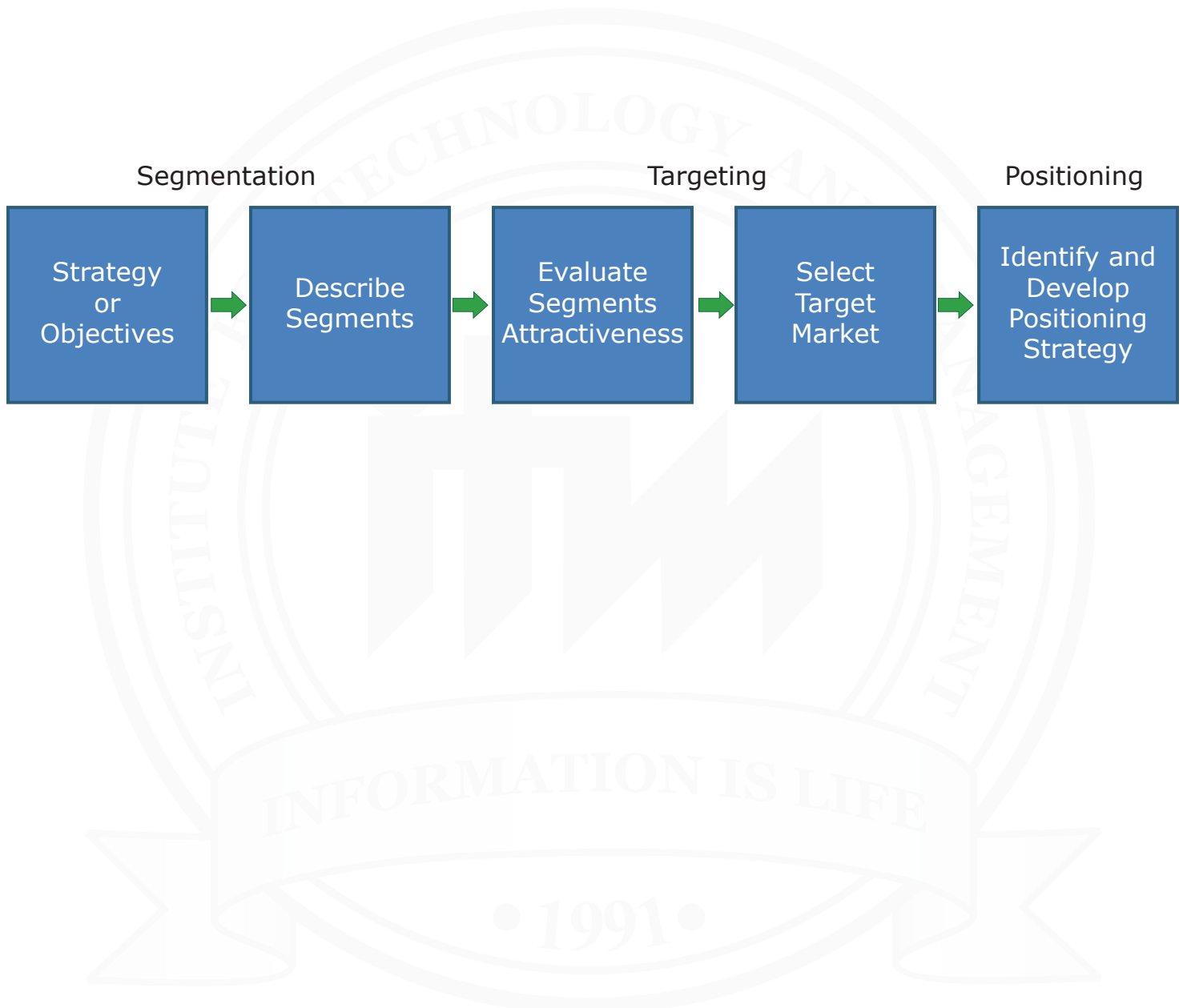
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Introduction to Marketing

Segmentation-Targeting-Positioning (STP) Process

The Segmentation-Targeting-Positioning (STP) Process is as follows



Positioning and Differentiation

