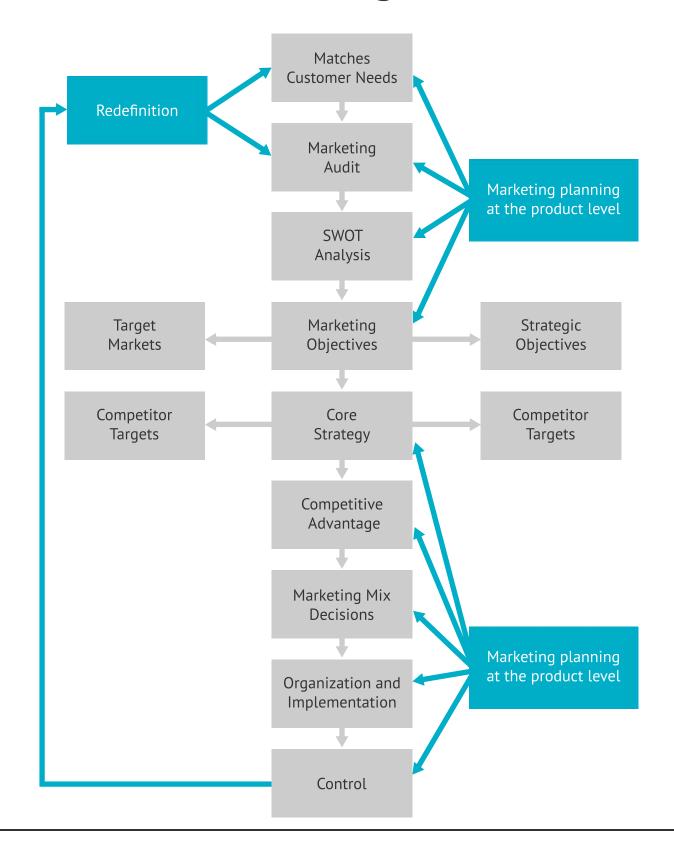
Hallmarks of an **Effective Marketing mix**



Source: Jobber, D. and F. Ellis-Chadwick (2013). Principles and Practice of Marketing. New York: McGraw-Hill Higher Education.