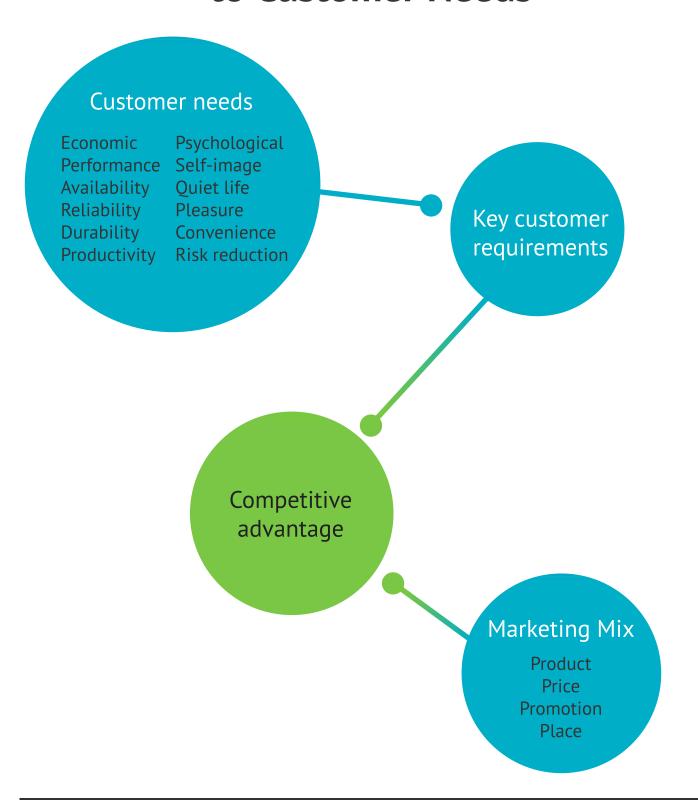
## Matching the Marketing Mix to Customer Needs



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