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**Berkowitz Kerin Hartley Rudelius**

While many people think of marketing being synonymous with advertising, marketing is actually a broad concept that encompasses a wide range of elements that a company must do to ensure effectiveness.

## **What Is Lack of Proper Marketing?**

For example, a SWOT recommendation for a hotel with a multilingual workforce might be to expand its international marketing. A manufacturing firm with recently upgraded machinery would be well ...

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