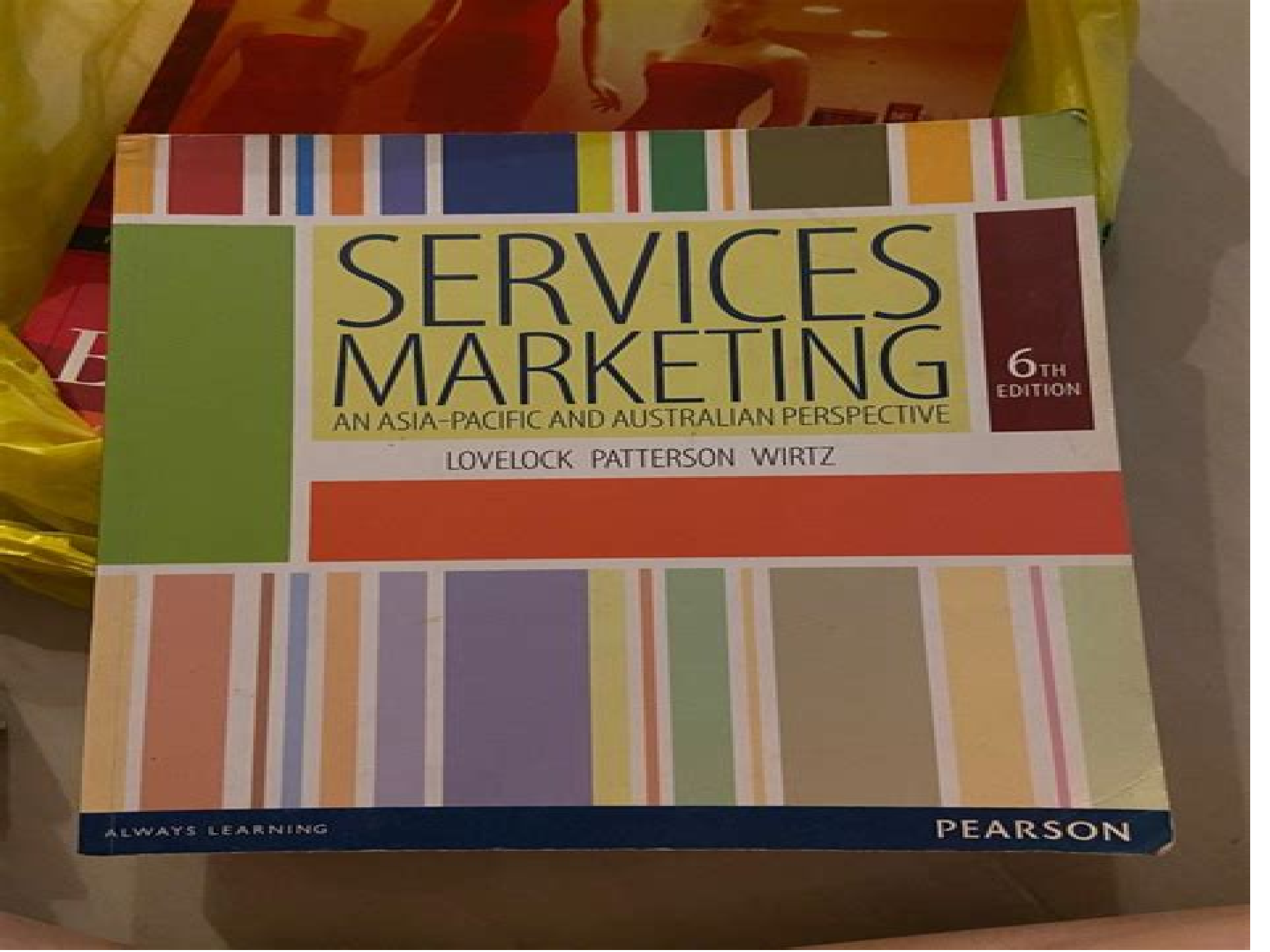




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selective active and critical so making marketing communication planning and implementing it accordingly is essential for marketers to objective and accurate targets Examples of marketing communications objectives such as informing about new products reminders sales programs positive brand image desired profits increased number of customers etc Environment Détente ,2003 **Six Sigma for Transactions and Service** Parveen S. Goel,2005-01-07 Many of the Six Sigma methods successfully used in manufacturing are now being utilized in the transactional and service sectors This resource provides a roadmap for implementing customer centric Six Sigma

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