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Social marketing is the use of marketing theory, skills and practices to achieve social change. It has the primary goal of achieving "social good."Traditional commercial marketing aims are primarily financial, though they can have positive social affects as well. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behaviour.

Social marketing - Wikipedia

Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer.With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being innovation.

Marketing - Wikipedia

This reference list was compiled by Robert Hare for personal use. Most, but not all, of the articles listed on these pages discuss or evaluate the PCL-R, the PCL:SV, the PCL:YV, and other Hare Scales.Links to available abstracts, and when available, links to the full text on the Journal web sites are provided (search for [full text] on the page below).

Main Psychopathy Reference List - Hare

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Knowing what your customers are worth is the secret to focusing your time and money where it makes the most difference. You canâ€™t be all things to all people, so you need to learn to find out who really matters to your success.

Customer-centricity - what it means to be customer-centric

A Journey from JNDI/LDAP Manipulation to Remote Code Execution Dream Land. JNDI (Java Naming and Directory Interface) is a Java API that allows clients to discover and look up data and objects via a name.

Black Hat USA 2016 | Briefings

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