

# **Marketing Challenges And Social Marketing For POUS In Emerging Markets: A Social Marketing Approach About How To Serve The Bottom Of The Pyramid ... Including A Field Study Conducted In Cambodia By Martin Parolo**

**By Martin Parolo**

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Problems and Challenges in Social Marketing / 87 (1980), "Mass Media and Health Practices-Implementation: Description of Field Activity in

This reprint from the Journal of Marketing (vol. 45, Spring 1981) represents one of the marketing and public interest areas investigated by Paul N. Bloom during his

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is an exciting opportunity for students to experience online marketing and creating online marketing Past Challenges; Social Media Marketing

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Parolo, Martin, Marketing Challenges and Social Marketing for POUS in Emerging Markets Achat et vente,

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