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strategies.

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Bruno wishes they could play together just once before they have to part, and Shmuel lifts up the fence —there is enough room for Bruno to crawl under. Bruno is afraid he will get in trouble, but he has an idea—Shmuel could bring Bruno a pair of striped pajamas that he could change into

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and slip under the fence the following day. With Bruno's head shaved, he would fit in with the other ...

### **The Boy in the Striped Pajamas**

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\_\_\_\_\_ requires delivering more value and satisfaction to target consumers than competitors do.

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Philip Kotler (born 27  
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May 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University (1962-2018). He gave the definition of marketing mix. He is the author of over 80 books, including



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