

Marketing Your Consulting Or Professional Services (50-Minute Book) By David Karlson

By David Karlson

Northbridge Industrial Services PLC Peter is also chairman of Atmaana Business Consulting Ltd All content on FT.com is for your general information and use

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The other 3P's of service marketing are: process, physical environment and people. Some consider there to be a fifth "P": positioning. See Positioning (marketing).

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