

principle of marketing by pdf

The Goldilocks principle is named by analogy to the children's story The Three Bears, in which a little girl named Goldilocks tastes three different bowls of porridge and finds that she prefers porridge that is neither too hot nor too cold, but has just the right temperature. Since the children's story is well known across cultures, the concept ...

Goldilocks principle - Wikipedia

AIDA is an acronym that stands for Attention, Interest, Desire and Action. The AIDA model is widely used in marketing and advertising to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision.

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