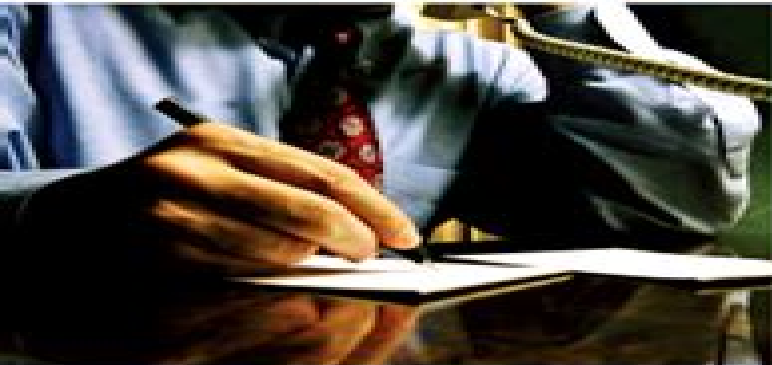


# EFFECTIVE SECURITY MANAGEMENT



Charles A. Sennewald

FIFTH EDITION



# Effective Security Management

**Rebecca Herold, Marcus K. Rogers**

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web a inventory levels are set with customer requirements and costs in mind b customer relationship focuses on customer satisfaction before and after sale leading to a profitable long run relationship c focus of advertising is on product features and how products

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web the marketing managers controllable factors product price promotion and place that can be used to solve a marketing problem marketing program a plan that integrates the marketing mix to provide a good service or idea to prospective buyers

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