

T H E E S S E N T I A L

Technical Rescue Field Operations Guide

EDITION 6



by Tom Pendley



Field Operations Guide

**United States Government
Department of Homeland Security**



Field Operations Guide:

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web between the covers the book discusses the entire marketing communication package consisting of advertising publicity public relations direct marketing and sales promotion apart from mass communication person to person communication in the form of personal selling is also covered in sufficient details

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web marketing implementation companies have typically hired different agencies to help in the development of advertising sales promotion and publicity ideas however this often results in a lack of coordination between elements of the promotion mix when components of the mix are not all in harmony a confusing message may be sent to consumers

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web it includes tools for consumer promotion trade promotion business sales force promotion rapid growth a decade ago ad to sales promotion ratio was about 40 60 now is like 25 75 growing this is due to managers need to increase sales internal

some external causes like the of brands has increased seen as similar competitors

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