

High Intensity Marketing By Idris Mootee

By Idris Mootee

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This is the second of a series of two posts on the new marketing mix framework proposed by Idris Mootee in his book High Intensity Marketing .

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Idris Mootee is the author of Design Thinking for Strategic Innovation High Intensity Marketing: 60-Minute Brand Strategist by Idris Mootee,

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