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KEYWORDS: 7Ps Marketing Mix, Customer Satisfaction, Retail Banking, Northeast Nigeria INTRODUCTION Extant Literatures Have Echoed A Lot Of Studies In Customer Satisfaction Especially In Using Theories Other Than The 7Ps May 1th, 2024

## What Are The 7ps Of Marketing Mix Used For

Competitive Analysis Can Help Determine The Differentiating Features Of Their Products That Can Be Highlighted In Their Marketing Materials. Companies May Also Conduct Market Research To Discover The Elements That Customers Find Most Appealing About Their Products. 2. Apr 1th, 2024

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