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# CHAPTER 1

The first part of the book discusses the importance of understanding the market and the customer. It emphasizes the need for a clear understanding of the market and the customer's needs and wants. This understanding is essential for developing a successful marketing strategy.

Understanding the market and the customer is the foundation of a successful marketing strategy. It involves identifying the market, understanding the customer's needs and wants, and determining the best way to reach the customer.

The second part of the book discusses the importance of developing a clear marketing strategy. It emphasizes the need for a clear understanding of the market and the customer's needs and wants. This understanding is essential for developing a successful marketing strategy.

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