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# Context Analysis of McDonalds Corporation and Marketing Communication Plan

## By Kents Ashely

GRIN Verlag GmbH. Paperback. Condition: New. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, The University of Liverpool, language: English, abstract: Marketing is part and parcel of everyday life with every transaction being marketing or a business initiative of some kind. As Mullins and Walker (2010) put marketing is a social process that involves those activities that are necessary to enable individuals and organizations to get what they need or want by conducting exchanges with other people so as to establish a continuous exchange relationship. It is also possible to say that marketing is in vain if relationships are not created with the consumers to enable the firm get repeat buying from the customers. The strong brands not only in the UK but also around the world have worked hard to ensure that people know their brands in a sense that they have made it possible for people to establish a personal attachment to the brands. This kind of loyalty is what makes organizations excel and post impressive financial results. Through this therefore it is possible to see the...



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