

THE ELECTRONIC BULLETIN FROM THE EUROPEAN MARKETING CONFEDERATION
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In marketing, the product is its own spokesman by Stefan Engeseth and Per Nilsson.

The product is the marketing component that comes closest to the target group. All too often, the product development department and marketing department are worlds apart. The product is developed far from the needs of the consumers. When the two departments work together from the beginning to the end, you are more likely to get a product that is taken to heart by the consumer. For companies such as Nokia or Apple, the product itself turned into a marketing tool.

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