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specific marketing practices. One practice that she advocates for is the importance of cross-selling.

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the "Marketing Mix" as  
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use to influence buyer  
response. Marketing  
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and science of  
choosing target  
markets and getting,  
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value."

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Simon is a coffee lover, former agency digital strategist, and Shopify Partners' Growth Marketing Manager.

When he isn't hustling at the Shopify HQ, you can most likely find him dining at restaurants across the city or brushing up on the latest design



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