

2		:
-3		
-10-1 ()		
1	..	- “4 ” (. marketing mix: product, price, place, promotion)
2	..	:
3	..	(product) :
4	..	(price) :
-10-2 ()		
5	..	:
6	..	(place) :
7	..	(promotion) :
8	..	- “7P”(. marketing mix: product, price, place, promotion, personal, process, physical evidence)
-10-4 ()		
9	.	(personal) (, ,),
10	..	(process) .
11	..	(physical evidence) .
12	..	:
13	..	:
14	..	- “4 ” (. marketing mix: product, price, place, promotion)
15	..	:
16	..	(product) :
-10-1 ()		
17	..	(price) :
18	..	:
19	..	(place) :
-10-1 ()		
20	..	(promotion) :
21	..	- “7P”(. marketing mix: product, price, price, place, promotion, personal, process, physical evidence)

		<i>place, promotion, personal, process, physical evidence</i>)
22	..	(<i>personal</i>) (, ,),
23	..	(<i>process</i>)
-4		
-10-1 ()		
1	..	(<i>physical evidence</i>)
-10-5 ()		
2	..	:
3	..	:
4	..	- “4 ” (. <i>marketing mix: product</i>
5	..	<i>price, place, promotion</i>)
-10-1 ()		
6	..	(<i>product</i>) :
7	..	(<i>price</i>)
8	..	:
-10-1 ()		
9	..	(<i>place</i>) :
10	..	(<i>promotion</i>) :
11	..	- “7P”(. <i>marketing mix: product, price, place, promotion, personal, process, physical evidence</i>)
12	..	(<i>personal</i>) (, ,),
13	..	(<i>process</i>)
14	..	(<i>physical evidence</i>)
15	..	:
16	..	:
-10-1 ()		
17	..	- “4 ” (. <i>marketing mix: product, price, place, promotion</i>)
18	..	:
19	..	(<i>product</i>) :
20	..	(<i>price</i>)