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A THEORETICAL STUDY OF PROMOTION POSITIVITY (PROMOTION BASED SELLING) WITH RESPECT TO AN INTERACTION EFFECT ON SALES, USEFUL FOR GENERAL BUSINESS MANAGEMENT

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Abstract

It may be a long permit in business management to think of an individual P and an individual S, in a given business function. Such individual categorization is vital and important to understand behaviour of a business. There should be always an interplay between P and S, on given individual function of P and S. The present study has formulated model on this individuality concern. On the way of its methodology, it has found various insights of business that, if applied correctly, would improve the business more and more. Entire study is theoretically built up with its own methodology to theoretical model formulation that could postulate an advance realism of business controllability without losing business profitability or as such as a revenue making. The study has immense future scopes of research and correctly anticipating a business good enough for present day revenues or profitability ahead.

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Promotion, Sale, Interaction error and potential, Interaction between promotion and sale, Matrix of the interaction, Ratio of promotion to sale, Change Ratio, Interaction modeling.

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