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Telstra is paying more attention in crafting their marketing strategies by focusing more on age, gender and income (Walker, Boyd, Mullins & Larreche, 2003). It is important for Telstra to be able to identify and fulfill the communication as well as technology requirements for all different age groups.

Suggested Marketing Plan for Telstra (A Telecommunication ...

Marketing John Mullins is Associate Professor of Management Practice in Marketing and Entrepreneurship at London Business School. He earned his MBA at the Stanford Graduate School of Business and, considerably later in life, his PhD in marketing from the University of Minnesota.

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