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Effective marketing mix elements of optical medical products to improve performance

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The marketing mix of optical medical products is expressed by a variety of marketing tools that the organization needs to achieve its objectives in the target market, where the marketing mix consists of four main elements: product, pricing, promotion and distribution. The main criterion of these elements in the success or failure of the marketing of medical optical products, since the existence of any defect in the design or implementation of marketing mix leads to the failure of delivery of products in the market. This study aims to identify the impact of marketing mix elements of optical medical products on the marketing performance in the optical manufacturing and trading industry in Jordan. Where optical medical products in this study presented by eyesight corrections' medical lenses, contact lenses, contact lens solutions, eyeglasses frames and sunglasses.

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