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| **Artifact Name** | The 4 P’s |
| **Course Subject** | Principals of Management  |
| **Last Update** | November 6th, 2007 |
| **Rationale** | I’m including this piece because it shows that I can develop and implement a plan for selling products and/or services.  |
| **Knowledge** | I learned that the success of a business is much more likely if you project a plan for product, price, promotion and place. |
| **Skills** | The skills that I used while doing this project were using word, and being able to project what is needed for the company to be successful.  |