

B	I	N	G	O
self regulation	#MeToo Movement	Xerox 813	product differentiation	customer persona
Keurig Canada	relationship marketing	fear appeals	CMA	omnichannel
puffery	shock appeals	FREE	CRTC	barriers to entry
brand	public relations	competition act	bait and switch	demarketing
bad press	Industry Canada	generational bias	social issues	Unique selling proposition

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