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## Place Introduction

Visions Editors

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# Place

## INTRODUCTION

Dennis Howard, University of Oregon, and Pamela Thomason, Georgia Southern College, jointly authored this article which explores the frequently overlooked "P" in the marketing mix, specifically place (distribution). Citing findings from various studies, the authors underscore the importance of decisions involving time and location of distribution. These and other factors are the enablers in the environment that reinforce the consumer decision.