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is done through branding and packaging  
it is an attempt to induce or direct  
demand to adjust itself to the manner in  
which supply has been segmented the  
seller thinks that demand can be  
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separate ponents structural and  
graphical prior to designing the  
package attention should be focused  
on the product itself by anticipating  
end user wants and needs the  
structural ponent entails the technical  
and physical requirements of the  
package the graphic ponent'**

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