# Parameters Used in Marketing Management

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# Introduction

Obesity is currently recognized as a disease associated with increased morbidity and mortality. One of the most important metabolic complications is type 2diabetes, as the two diseases share important pathophysiological mechanisms. Weight loss is known to reverse the underlying metabolic disorders of type 2 diabetes and improve glucose control. A weight loss of 15% or more in people with type 2 diabetes may have a disease-modifying effect that is incomparable to other glucose-lowering interventions. In addition, in this population, weight loss benefits beyond glycemic control, improving cardiometabolic disorders and risk factors for quality of life. We review the evidence supporting the role of weight loss in the management of type 2 diabetes and suggest that many patients with type 2 diabetes will benefit from a predominantly weight-based approach to diabetes management. Describes the logistical challenges of implementing new weight-based first-line treatment goals for people with type 2 diabetes.

# Description

Analysis of the existence and characteristics of curriculum components related to management, entrepreneurship, leadership and marketing as part of the structure and teaching methods of Brazilian undergraduate dental courses.

The continued introduction of innovative but expensive medicines has strengthened the efforts of payers to control their use and spending, as well as the efforts of pharmaceutical companies to support patient access and sales. Payers are limiting formulations, requiring stricter pre-approval, and increasing patient out-of-pocket requirements. Manufacturers are investing in programs that help patients and physicians manage control and meet their cost-sharing obligations.

More and more music therapists are practicing individually in the United States. In order for a private practice to survive, the therapist must make sound financial and marketing decisions that can have a widespread impact on business success. Clear and up-to-date recommendations from the practice of a music therapist can help both those who want to start their practice and those who are already in private practice. The purpose of this study was to identify the current descriptive profile of music therapists in private practice in the United States, as well as marketing and financial recommendations.

# Conclusion

The purpose is to enhance human resource management (HRM) through information management using artificial intelligence (AI) technology. First, we analyse the criteria for selecting applicants' resumes and the criteria for formulating contract salaries. The resume information is then extracted and converted to a data type format. In addition, the HRM System payroll prediction model is based on the Back propagation Neural Network (BPNN), where the BPNN network structure, parameter initialization, and activation functions are selected and optimized. It has been.

With advances in computer intelligence, customer relationship management systems based on data mining technology can not only bring more economic benefits to enterprises, but also improve the management and decision-making level of Chinese enterprises. In this post, we will analyze the application of data mining technology in customer relationship management (CRM) and realize four data mining modes: customer classification, cross-marketing, customer acquisition, and customer retention. The data mining module uses the SPRINT classification algorithm for customer classification. At the same time, FPgrowth, an association rule algorithm with no candidate set, is used in cross-marketing to improve the practicality of the system.