

Strategic Management And Marketing

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Marketing management Wikipedia

December 9th, 2018 - Structure Marketing management employs tools from economics and competitive strategy to analyze the industry context in which the firm operates These include Porter

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Faculty of Strategic Management

December 7th, 2018 - Mr Benedict Sewe Odhiambo is the Dean of Strategic Management Faculty at IUM prior to his appointment as a Dean he was the Head of Marketing Management

Tata Strategic Management Group TSMG

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