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MARKETING MANAGEMENT A STRATEGIC DECISION-MAKING APPROACH EIGHTH EDITION Associate Professor of Management Practice in Marketing and Entrepreneurship London Business School

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Marketing Management: A Strategic Decision-Making Approach ...

What is strategic decision making and what does it involve? 1) Strategy is at many times at tangent with marketing decisions Where marketing decisions are short term, strategic... 2) There is immense risk involved while taking strategic decisions Naturally, when you are implementing plans which ...

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What is Strategic decision making & its role in an ...

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Strategic decisions involve a change of major kind since an organization operates in ever-changing environment. Strategic decisions are complex in nature. Strategic decisions are at the top most level, are uncertain as they deal with the future, and involve a lot of risk. Strategic decisions are different from administrative and operational decisions.

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Strategic Decisions - Management Study Guide

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Marketing Management, 5/e by Mullins, Walker, Boyd, and Larreche is specifically designed for courses in which decision-focused cases are an important element and/or where student projects, such as the development of a marketing plan, are assigned.

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PLACE Place is a strategic decision that can have a significant impact on costs. The best location for your business depends on the nature of the business. Product is properly distributed and available in a best location at the right time. The process of moving products from the producer to the intended user is called place. As well all know, the Management and Science University (MSU) Penang ...

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