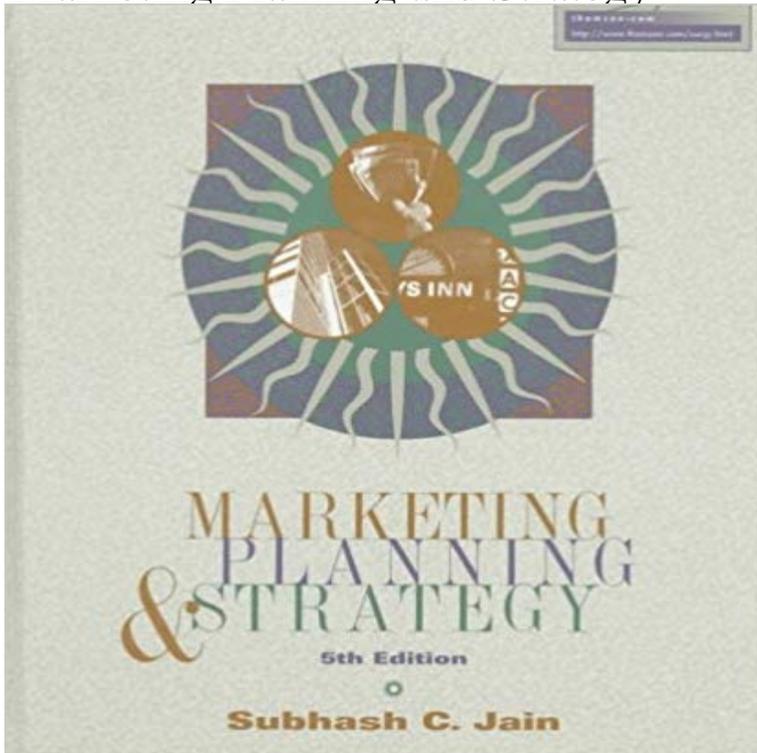


Marketing Planning and Strategy



This book is designed to help develop strategic marketing skills essential for today's global competition. It focuses on marketing strategy from the viewpoint of the business unit and clearly distinguishes marketing strategy from marketing management.

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