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Who Is Ready To Buy.”⁷ The American Marketing Association Offers This Managerial Definition: Marketing (management) is The Process Of Planning And Executing The Conception, Pricing, Promotion, And Distribution Of Ideas, Goods, And Services To Create Exchanges

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Chapter 2Planning Tool Called Strategic Business

Planning Table, As Well As The BCG Approach. The

Best Business Is A Business Located In A Very

Attractive Industry, Which The Company Has A High

Business Strength 11 Development Growth Strategy1.

Market Penetration 3.Product Development, Existing

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