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# Marketing Management March Question Papers N4

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highlight the practical application of particular issues, companies can successfully formulate and implement strategic initiatives to:

- \* Establish a clear direction for the future
- \* Make decisions across levels and functions
- \* Improve organizational performance
- \* Build teamwork and expertise
- \* Aid executives in thinking and behaving strategically

\* And more!  
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to achieve overall corporate goals. The author provides relevant historical background and offers logical explanations of current trends based on information from marketing executives and academic researchers around the world. Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the text discusses marketing management in light of the drastic

changes the global economy has undergone, the explosive growth of information technology and e-commerce, the economic and political forces of globalization, and the various consequences of corporate action such as environmental pollution, substandard food safely, and unsafe work environments. Each chapter contains review and discussion questions to encourage classroom participation and strengthen student learning. Real Situations for Tomorrow's Managers Arihant

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