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Chapter 7: Customer-Driven Marketing ...Customer-Driven Marketing Strategy  
Learning Objective 4 •Discuss How Companies Differentiate And Position Their Jan 10th, 2024Principles Of Marketing, 17e (Kotler/Armstrong) Chapter 2 ...29) Define Strategic Planning. Discuss The Steps Involved. Answer: The Process Of Developing And Maintaining A Strategic Fit Between The Organization's Goals And Capabilities And Its Marketing Opportunities Is Called Strategic Planning. At The Corporate Level, The Company Starts The Strategic Planning Process By Defining Its Overall Jan 6th, 2024.

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