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prices and higher margins; ELEVEN Promotional strategies: Plan a total communications mix; TWELVE Supply chain strategies: A demanddriven

lifeline to your customers

Sommario/riassunto

THIRTEEN Maintaining a global perspective: Thinking like a strategistAPPENDIX Checklists for developing competitive strategies. Setting out the techniques on developing and applying competitive strategies, this edition is an all-in-one resource for analysing and planning competitive strategies in an increasingly hostile environment.