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| Altri autori (Persone)  | DaviesFiona<br>MoutinhoLuiz<br>VeloutsouCleopatra  |
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| Soggetti                | Business forecasting<br>Marketing  |
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| Nota di contenuto       | Contents -- Abstracts and keywords -- Guest editorial -- Exploring key neo-marketing directions through the use of an academic 'think tank' -- Relationship marketing: what if . . . ? -- Determining marketing strategy -- Predicting a diverse future -- About the authors.  |
| Sommario/riassunto      | Capitalism versus communism, pure competition versus monopoly, globalisation versus domestic competition, qualitative versus quantitative, positivistic versus interpretivistic . . . and so on. It is the very essence of debate and argument that we adopt diametrically opposed positions despite the fact that invariably we find that polar opposites are the exception rather than the rule. |