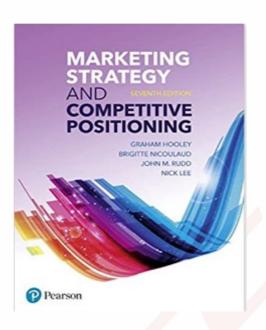


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- This Book Focuses On Competitive Positioning And Includes In-Depth Discussions Of The Processes Used Within Marketing To Achieve Competitive Advantage In A Business Environment By Creating And Sustaining Superior Performance In The Marketplace.
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- It Helps You Examine Ways In Which Firms Can Differentiate Offerings Through Recognition Of Environmental And Social Concerns And Innovation.

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