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Michael R. Solomon. Prentice Hall
Financial Times, 2009 - Marketing - 589
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Business plan: includes the decisions

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that guide the entire organisation or its business units Marketing plan: document that describes the marketing environment, outlines the marketing objectives and strategies and identifies how the strategies imbedded in the plan will be implemented and controlled.

Summary Marketing: Real People

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Solomon, Marketing: Real People, Real decisions, European ...
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Solomon, Michael R. and Marshall, Greg W and Stuart, Elnora W. and Barnes, Bradley and Mitchell, Vincent-Wayne
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Marketing: Real People, Real Decisions

Marketing: Real People, Real Decisions,
Third Canadian Edition (3rd Edition)
Hardcover - April 7 2008 by Michael R.
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