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Has Identified The Key Businesses Making Up Its Company, What Is The Next Step? A) Identify Businesses In Which To Invest B) Assess The Attractiveness Mar 3th, 2024
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Philip Kotler - Wikipedia
Philip Kotler (born May 27, 1931) Is An American Marketing Author, Consultant, And Professor; The S. C. Johnson & Son Distinguished Professor Of International Marketing At The Kellogg School Of Management At Northwestern University (1962-2018). He Is Known For Popularizing The Definition Of Marketing Mix. He Is The Author Jul 1th, 2024.

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