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Diff: 2 Page Ref: 43 Skill: Concept Objective: 2-2 20) After Management 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 7th, 2024.

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Objective 4 • Discuss Two Additional Product Issues:
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Erp.dahon.com 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 10th,
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