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International Journal Of Marketing Studies; Vol. 5, No. 3; 2013 ISSN 1918-719X E-ISSN 1918-7203 Published By Canadian Center Of Science And Education 13 Marketing Management Trends In Tourism And Hospitality Industry: Facing The 21st Century Environment Nuno Gustavo1 1 Estoril Higher Institute For Tourism And Hotel Studies, Estoril, Portugal 7th, 2024

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'matching Model' Or 'best-fit' Approach To Human Resource Management. In Essence, It Requires That Human Resource Strategies Have A Tight Fit To The Overall Strategies Of The Business. As Such, It Limits The Role Of HR To A Reactive, Organizational Function And Under-emphasizes The Importance Of Societal And Other External Factors. 4th, 2024

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