

Analyzing the marketing environment pdf


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Describe the relationship between the elements of the business environment After reading this chapter, you should be able to: Explain the nature of the business environment, and the relationship between the firm and its environment. Understand the problems of dealing with the micro and macro environments. Although analysing the external environment is essential forLEARNING OBJECTIVES. 1, · The present paper accomplished a documentary study of the main techniques used for the. analysis of the internal environment.

 Difficulté **Moyen**

 Durée **782 minute(s)**

 Catégories **Décoration, Énergie, Maison**

 Coût **559 USD (\$)**

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Commentaires

Matériaux

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