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DECISIONS, STRATEGIES, AND CASES



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Sales Management Decision Strategies Cases 5th Edition

Lei Huang



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auseinandersetzt Besondere Berücksichtigung finden hier die verschiedenen klassischen und innovativen Beteiligungssysteme Ein Blick ins Ausland zeigt wie man dort mit dieser Fragestellung umgeht Der abschließende Ausblick verdeutlicht die zentrale Bedeutung von Mitarbeitermotivation im Arbeitsalltag und die Tendenzen in der nahen Zukunft

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is the focus of this book Marketing concepts are introduced in a process approach in which marketing is described as a series of processes market segmentation new product development promotional decisions and so forth Pref Creativity and Strategy Chetan Walia,2021-06-21 This book provides an integrative analysis of creativity and strategic practices particularly strategic problem formulation and strategic decision making It examines the decision and not the individual as a unit of analysis which leads to a deeper understanding of creative outcomes It draws a correlation between strategic intent and creative outcomes both positive and negative and provides an integrated framework for understanding creativity Finally the book develops a creative strategic framework and draws conclusions for the practice of management and for future research

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