

The Managers Guide To Competitive Marketing Strategies

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Norton Paley has had over twenty years of experience in general and marketing management and product development in major US corporations and has lectured extensively to managers and engineers in companies throughout the world, including American Express, Hoechst-Celene, IBM, Chrysler and Ciba Geigy.

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The Managers Guide to Competitive Marketing Strategies by ...

THE MANAGER'S GUIDE TO COMPETITIVE MARKETING STRATEGIES Other efforts include setting-up new incentive programs within the supply chain, launching cost-cutting electronic ordering systems, or establishing favourable long-term contracts with key accounts. In turn, those actions depend on your ability to: • Correctly estimate market conditions. •

Manager's Guide to Competitive Marketing Strategies ...

The Manager's Guide to Competitive Intelligence: Authors: John J. McGonagle, Carolyn M. Vella: Edition: illustrated: Publisher: Greenwood Publishing Group, 2003: ISBN: 1567205712, 9781567205718:...

The Manager's Guide to Competitive Intelligence - John J ...

Synopsis. Benchmarking, the process of identifying, understanding and adapting outstanding business practices, is rapidly proving itself to be an essential management tool. Whether it is being used as part of a formal quality management system, a convenient measure of business performance or as a well-structured means to improving competitiveness, benchmarking now affects many departments in a broad variety of companies.