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Linda Zettler, Strategic Marketing

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Myles Bassell *How to interpret your*

reading list **Customer Driven Marketing**

Strategy - How To Create A Value

Driven Marketing Plan Strategic

Marketing **There is No Luck. Only Good**

Marketing. | Franz Schrepf |

TEDxAUCollege Customer Driven

Marketing Strategies Strategic

Marketing Management Introduction to

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Imperatives for Market-Driven Strategy
Appendix 1A Strategic Marketing
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