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Book Summary: The title of this book is The Managers Guide to Competitive Marketing Strategies and it was written by Norton Paley.This particular edition is in a Hardcover format. This books publish date is Jan 06, 2006. It was published by Thorogood and has a total of 424 pages in the book.

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.