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kerin-hartley-and-rudelius-solution-manual/ 2. DEVELOPING SUCCESSFUL MARKETING STRATEGIES LEARNING OBJECTIVES After reading this chapter, students should be able to: LO1 Describe two kinds of organization that exist and the three levels of strategy in them. LO2 Describe how core values, mission, organizational culture, business, and goals are important in organizations. LO3 Discuss how an ...

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