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CHOICE. Choose the one alternative that best completes the statement or answers the question. 1) After management has identified the key businesses making up its company, what is the next step in portfolio analysis?

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Philip Kotler is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his PhD at MIT, both in economics. Dr. Kotler is the author of Marketing Management (Pearson Prentice Hall), now in its thirteenth edition and the most widely used marketing ...

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