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The Profit Impact of Marketing Strategy Project

The Profit Impact of Marketing Strategy Project Retrospect and Prospects Hardcover € January 10 2005 by Paul W Farris Editor

The profit impact of marketing strategy project

The Profit Impact of Marketing Strategy PIMS project which began in 1972 was one of the most successful and influential partnerships between marketing academics and the private sector

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Developments in strategic thinking and econometric methods alongside fundamental changes in technology and in the nature of competition argue the need for an in depth but accessible assessment of the Profit Impact of Marketing Strategy's project

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