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# STRATEGIC OPTIONS IN A DECLINING INDUSTRY ENVIRONMENT



GRIN Verlag GmbH Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 211x148x7 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Reutlingen University, language: English, abstract: At some point in time, business students around the world will most likely be confronted with the famous product and industry life cycle. This tool is mainly used as a marketing instrument. It...

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- Authored by Markus Karmann
- Released at 2013



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