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*Marketing Management: A Strategic Decision-Making Approach* 6th Edition concentrates on strategic decision making. This approach sets Mullins apart from other texts which place greater emphasis on

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"Marketing Management: A Strategic Decision-Making Approach 6th Edition" concentrates on strategic decision making. This approach sets Mullins apart from other texts which place greater emphasis on description of marketing phenomena rather than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. The author team's rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries provides an abundance of real-world, global perspectives.

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- Testing those assumptions and unearthing why the plan might not work
- Reconfiguring the five components of your business model—revenue model, gross margin model, operating model, working capital model, and investment model—to create a sounder Plan B.

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