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schnaars stresses that business strategy must be customer driven to be successful he begins by explaining marketing s influence on business strategy and then gives a brief history of marketing strategy he discusses boston consulting group s growth share matrix michael porter s three generic strategies the standardization customization debate within a global perspective the ongoing empirical study pims profit impact of market strategies and product life cycle product and market evolution other subjects covered include market share assessing competition product differentiation market segmentation quality and speed shorter cycles as strategy the book concludes with a discussion of long term customer satisfaction isbn 0 02 927953 4 35 00

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