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### **Kotler P, Kevin KL. Marketing Management . Prentice Hall**

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

### **Marketing strategy - Wikipedia**

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### **Innovation "Wikipedia**

W. Ross Ashby Aphorisms from the English pioneer were celebrated at the University of Illinois. Stafford Beer Memorial Page for the founder of Management Cybernetics.

## **The Cybernetics Society**

Michael Jeffrey Jordan (born February 17, 1963), also known by his initials, MJ, is an American former professional basketball player. He played 15 seasons in the National Basketball Association (NBA) for the Chicago Bulls and Washington Wizards. His biography on the official NBA website states: "By acclamation, Michael Jordan is the greatest basketball player of all time."

## **Michael Jordan - Wikipedia**

Doug Wright Awards 2018 (March 12th) 17 Photos 2018 Doug Wright Awards (59:34, 54.5mb) Brad Mackay did the opening and Dustin Harbin hosted the ceremony. There was a word from the family of Doug Wright, Don McKeller, Marc Ngui and Bo Doodley also spoke at the ceremony.

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