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Foreign Majority Ownership in the Node Companies of the Main Markets in Romania - Compendium , Cezar Mereu, Ionu Pandelic, Amalia Pandelic

### **Management & Marketing**

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### **Marketing management - Wikipedia**

The Strategic Marketing Process How to Structure Your Marketing Activities to Achieve Better Results  
Written by Moderandi Inc., creators of the marketing planning and management app at  
[www.MarketingMO.com](http://www.MarketingMO.com).

### **The Strategic Marketing Process**

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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Fig. 1 shows the strategic social media marketing framework with its four central dimensions. First, social media marketing scope addresses the question whether companies use social media marketing predominantly for communication with one or a few stakeholders or comprehensively (both externally and internally) as a genuine tool for collaboration. . Defenders use social media marketing ...

### **Elements of strategic social media marketing: A holistic**

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