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work together to solve problems and create business strategies The expanded coverage of marketing research offers an emphasis on both qualitative and quantitative research methods *Marketing Management* Robert J. Dolan, 2002 This is a Harvard casebook that is appropriate for the rigorous end of the spectrum in Marketing Management courses The overall framework of this text is clean and easy to follow focusing more on strategy in covering the marketing process and less on research and implementation This makes the discussion of the marketing mix much more coherent for professors to teach and students to learn *Case Studies in Strategic Management: A Practical Approach* Sanjay Mohapatra, 2011 **Case Studies in Management** Kulkarni J. A., 2011

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