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Services - Activities Or 3th, 2024 Marketing: An Introduction, 10e (Armstrong/Kotler) Chapter ...C) An SBU D) A PLC E) A Value Delivery Network Answer: C Diff: 2 Page Ref: 43 Skill: Concept Objective: 2-2 20) After Management Has Identified The Key Businesses Making Up Its Company, What Is The Next Step? A) Identify Businesses In Which To Invest B) Assess The Attractiveness 1th, 2024.

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