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STRATEGIC BUSINESS DIAGNOSTRIC TOOLS: THEORY AND PRACTICE (PAPERBACK)

Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.SWOT, PESTLE PRIMO-F analysis are amongst the most commonly misused tools in business. This book sets out the myths and practical applications of these and other diagnostic approaches is a robust but practical way.

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- Authored by Mike Morrison
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