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M: Marketing

1- COMR 457 Section 103 2020 Course Outline Final-2. None Pages: 13 year: 2020/2021. 13 pages

Marketing Dhruv Grewal; Michael Levy - StuDocu

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Marketing - McGraw-Hill Education

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relative market share and market growth rate -One of the most popular portfolio analysis methods, developed by the Boston Consulting Group (BCG), requires that firms classify all their products or services into a two-by-two matrix; the horizontal axis represents the relative market share, the vertical axis represents market growth rate.

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