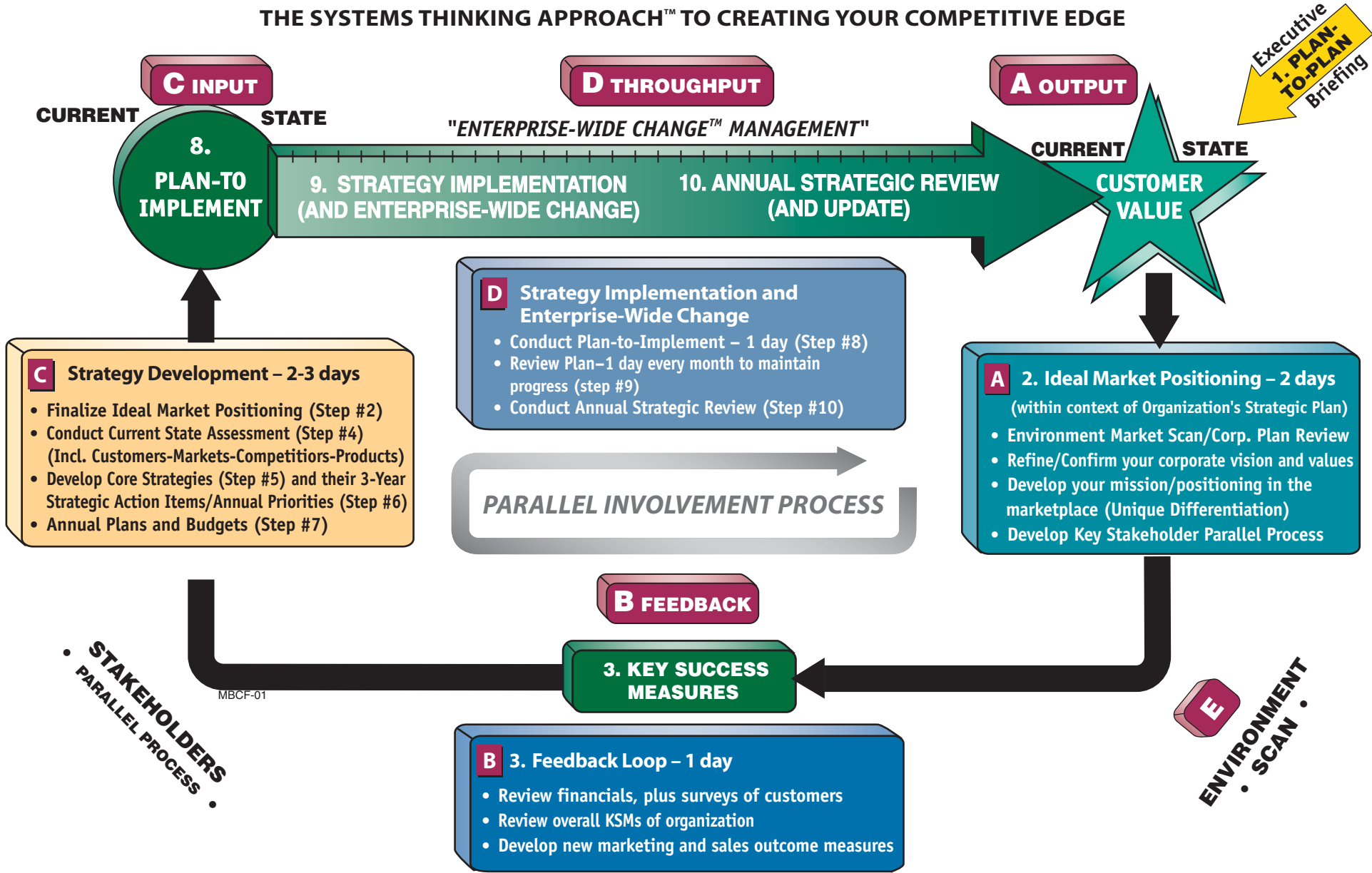


# STRATEGIC MARKETING AND SALES PLANNING

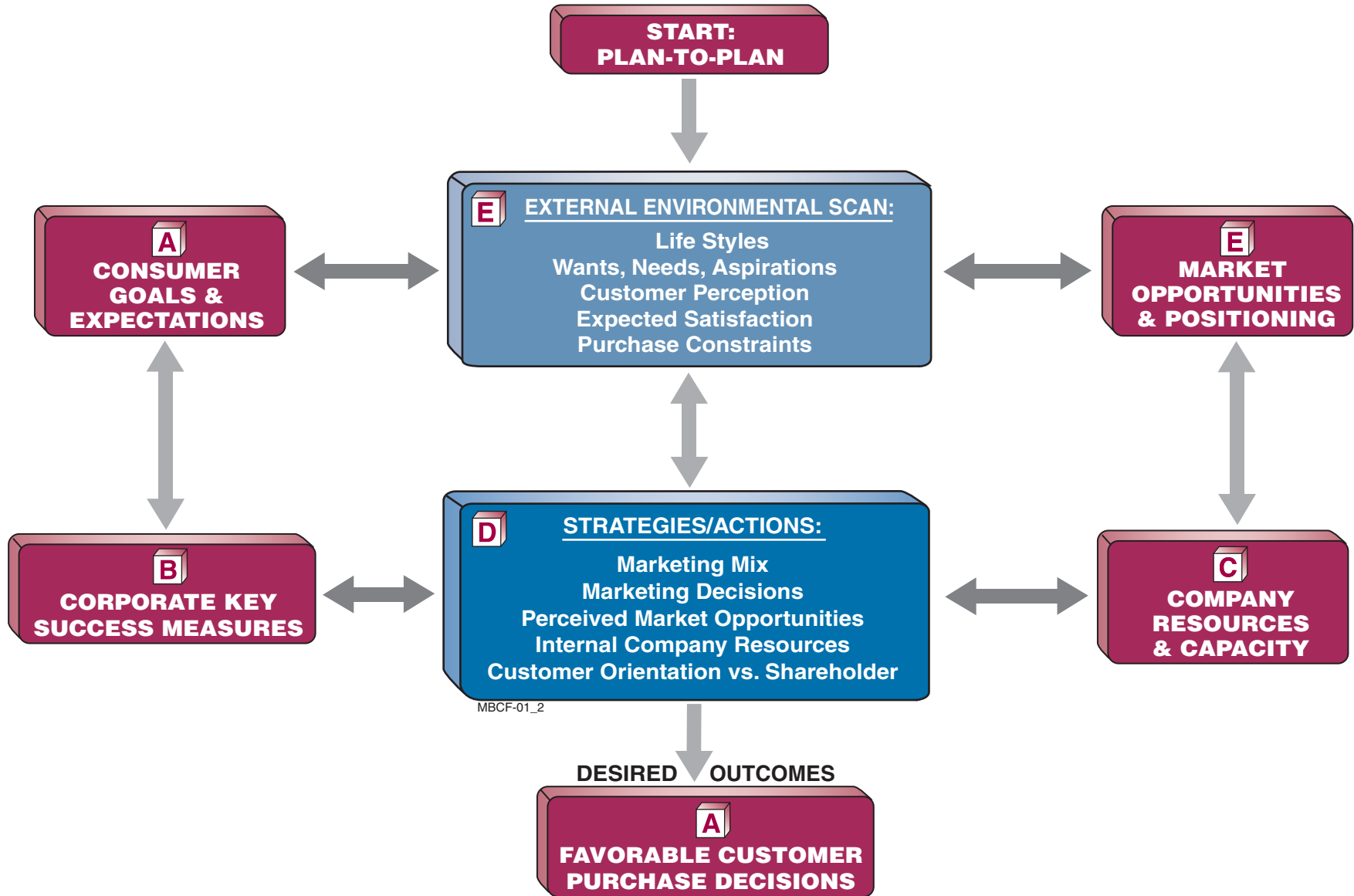
THE SYSTEMS THINKING APPROACH™ TO CREATING YOUR COMPETITIVE EDGE



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# TOTAL MARKETING CONCEPT

**CLEAR, INNOVATIVE, DATA-BASED, WELL-REASONED MARKETING STRATEGIES**



MBCF-01\_2

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