

COMPETITIVE MARKETING: Concepts, Theories and Strategies: Strategic Use of Elements of Marketing Mix to Achieve Comparative Advantage in the Global Business Environment

Samson Olanrewaju Ibidunni

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COMPETITIVE MARKETING focuses on the usage of elements of Marketing Mix in relation to achieving goals and objectives of marketing at different supply of product situation; be it ample, shortage, inflationary or recession period. Competitive Marketing allows both domestic and foreign enterprises compete favourably to the emancipation of individual business organization. It particularly teaches domestic enterprises various marketing strategies including organizational structures/strategies on the best form of managing competition.



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