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blog, we will discuss certain marketing management case studies with effective solutions. A Few Marketing Management Case Study Topics. SWOT analysis: It is one of the most prevalent marketing management case study topics. It refers to the ...

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The case studies examined in this book build on a diverse range of real life situations, and enable students to decide on action based on real information and data. A case can be focused on a specific issue (whether technical, human, financial, marketing, competitive, or industrial-related) but it is important to note at the outset

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Prospects who aren't ready to buy - or who are "sitting on the fence" - tend to be resistant to even well-crafted marketing messages. But a bunch of well aimed marketing case studies can often tip the scales in your favour. "Sell benefits, not features" is good advice, but benefit-rich copy can actually deter prospects who haven't reached the decision stage yet.

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