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the service ...

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tangible goods.

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EFFORT The service firm must mobilize its people and resources e.g.

money equipment, physical facilities within the organization to put the strategic plan to work. Another key issue that relates to the implementation programme is the organizational framework. 19. 20.

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can be defined as any
activity or benefit that
one party can offer to
another which is
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and does not result in
the ownership of
anything.

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management is the
organizational ...
Marketers may
therefore coordinate
with the company's
Purchasing department
on the procurement of
these services. Under
the area of marketing
... and composition of
customer demand. In
part, this is because
the role of a marketing

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old and living on his
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Warden, now the CEO
of management
company and
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Ader, began to wonder
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