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account the decision-making process as a system and is a useful tool to managers in any field. Keywords: strategic management, decision making process, decision making process models, CDP model JEL Classification: M190, M100, D810 1. Introduction The main activity of a manager consists in making decisions. It is well

He is also co-author of Marketing Management: A Strategic Decision-Making Approach, 5th edition. His recent trade book, The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan, is the definitive work on the assessment and shaping of market opportunities.

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Strategic management is a broader term than strategy and is a process that includes top management's analysis of the environment in which the organization operates prior to formulating a strategy, as well as the plan for implementation and control of the strategy.

Strategic marketing management involves making better decisions that align your plan with the company's goals. Can have a big pay off. If implemented correctly, strategic marketing management can yield some impressive results for a business. The result could be a better handle on budget, and an overall increase in the longevity of a business.

This approach is of vital importance from the viewpoint of marketing management. Various decisions are taken at every level of management. In successful marketing, decision making occupies an important place. The marketing manager should be very expert and competent in his job so that he

takes proper decisions for marketing the goods and services.

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