

# Challenge to industrial relations in the mining industry - developing a competitive strategy

**Industrial Relations Centre, Queens University - Industrial Manufacturing Benchmarking Helps Focus Supply Chain Improvement Opportunities**

Description: -



Belarus -- History -- 20th century.  
 Ukraine -- History -- 20th century.  
 Russia (Federation) -- History -- 20th century.  
 Soviet Union -- Ethnic relations -- Political aspects.  
 Soviet Union -- Politics and government -- 1953-1985.  
 Collective bargaining -- Mining industry -- Canada.  
 Mineral industries -- Canada -- Employees.  
 Industrial relations -- Canada.challenge to industrial relations in the mining industry - developing a competitive strategy

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## Industrial Equipment: Reinvention of the CMO Role

Indeed there has been a growing and focused literature that the SME conducts a different type of marketing to that of the large firm. A CMO-led, front-end focus on CX primes the pump for solution and relationship selling.

### Strategic thinking or strategic planning?

Entrepreneurship may well be the vehicle for this and entrepreneurial marketing behavior may be of the utmost importance for many large firms and SMEs alike. The emerging era of engagement and relevance enables CMOs to contribute in new ways and—along with their sales and service counterparts—create the experiences their B2B customers demand and deserve.

### Entrepreneurial Marketing

For example, large firms are likely to follow set procedures of marketing e.

### Entrepreneurial Marketing

The way that small and large firms approach marketing decision-making is different. Small firms usually conform to the norms that are firmly established within the industry to which the firms belongs, as a small firm will not have enough resources or to the matter of fact even the motivation to challenge industrial rules.

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