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Strategy Formulation. STRATEGY FORMULATION Basic strategic planning is comprised of several components that build upon the previous piece of the plan, and operates much like a flow chart. However, prior to embarking on this process, it is important to consider the players involved. There must be a commitment from the highest office in the organizational hierarchy.

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A WELL-OILED MACHINE - The Rough Notes Company Inc.

Most organizations have perceived the customer relationship management (CRM) concept as a technological solution for problems in individual areas, accompanied by a great deal of uncoordinated initiatives. Nevertheless, CRM must be conceived as a strategy, due to its human, technological, and processes implications, at the time an organization decides to implement it.

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Résumé : This article examines the received wisdom of services marketing and challenges the validity and continued usefulness of its core paradigm, namely, the assertion that four specific characteristics—intangibility, heterogeneity, inseparability, and perishability—make services uniquely different from goods.

KMCMS: Knowledge Management Content Management System

Jag Sheth is the Charles H. Kellstadt Professor of Marketing in the Gouizeta Business School at Emory University. He has published 26 books, more than 400 articles, and is nationally and internationally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis.

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