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## **Systems Thinking and Process Dynamics for Marketing Systems**

Technologies and Applications for  
Decision Management



Rajagopal

## **Systems Thinking and Process Dynamics for Marketing Systems:**

### **Technologies and Applica- tions for Decision Manage- ment**

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Increased competition in the global marketplace has created enormous pressure on system implementation, particularly in the field of marketing.

**Systems Thinking and Process Dynamics for Marketing Systems: Technologies and Applications for Decision Management** describes a holistic approach to monitoring, evaluating, and applying appropriate marketing strategies, and understanding the competition and its future implication on the business of a company. As complexities multiply, the scientific concept of systems thinking and analyzing process dynamics explained in this publication allows marketing firms succeed. The critical issues facing firms today are presented in a thoroughly modern context, laying the foundation for a bright future.

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