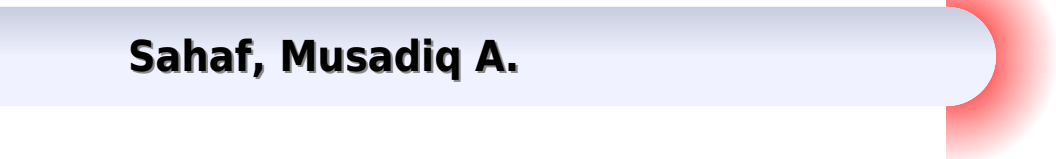


DYNAMIC ENVIRONMENT

- A successful marketing campaign increases a company's profits and helps it reach its strategic goals. However, there are challenges to marketing because the business environment is constantly changing.
- Customer preferences and attitudes keep evolving and require managers to adapt rapidly.
- Another challenge involves reaching different target markets with culturally relevant propositions.

Strategic Marketing In A Dynamic Environment

Sahaf, Musadiq A.



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