



# The Management of Strategy in the Marketplace

*Ernest R. Cadotte, Harry J. Bruce*

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In a review By gyffard yates on Oct 15, 2009 he states: "Powerful Business Concepts Covered with Authority" This book covers key business concepts that anyone wanting to fully understand what business executives need to know and master should read. I like the fact that all aspects of business and running a business are covered from marketing, leadership, teamwork, Supply chain management and more. The many diagrams add to the insight gained from each chapter. Also, reading this book and completing the Marketplace Business Simulation (which this book supports) is a very powerful way to learn about business. Highly Recommended

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