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Strategic Category Management The Negotiation Institute

Strategic category management stems from the recognition that a single technique to identify and select suppliers is limiting and insufficient. The purpose of strategic sourcing is to obtain the right supplier for the company s need taking into account competition, market dynamics, supply reliability, switch-out costs, and similar factors. This valuable program covers key elements of strategic sourcing and category management including best practices, tools, techniques, and solutions

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Price is a balance between utility and value against cost for the consumers and producers (Ahmed and Rafiq, 1995). The price can influence the consumers purchase decision (Kotler and Keller, 2006).

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Strategisches Management Analyse Entwicklung und

Strategisches Management : Analyse, Entwicklung und Implementierung von Unternehmensstrategien Grant, Robert M., (2006) The knowledge-based view of the firm

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