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Tial For Creating And Sustaining An Organisation's Competitive Advantage. According To Zemplin-erová (2010) The Expenditures On Research, Development

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An Effective Product Design Strategy Facilitates The Development Of These Stra-tegic Capabilities Through A Compatible Combination Of Design Tools And Practices, Organizational Structures, Human Resources, And Managerial Styles. Accordingly, Particular Design Tools And Practices Need To Be Assessed In Terms Of Their Potential Value 2th, 2024

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The Loyalty Strategy Should Be Holistic And Address How Each Of The Key Levers— Marketing, Rewards, And Service—should Be Targeted At And Provided To Each Member Segment. In Addition, A Company Must Design Its Loyalty Program To Create Competitive Advantage Both T 2th, 2024

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