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involve? 1) Strategy is at

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many times at tangent with  
marketing decisions Where  
marketing decisions are  
short term, strategic... 2)

There is immense risk  
involved while taking  
strategic decisions

Naturally, when you are

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Strategic decisions involve

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a change of major kind since  
an organization operates in  
ever-changing environment.

Strategic decisions are  
complex in nature. Strategic  
decisions are at the top  
most level, are uncertain as  
they deal with the future,

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and involve a lot of risk.  
Strategic decisions are  
different from  
administrative and  
operational decisions.

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which decision-making-focused cases are an important element and/or where student projects, such as the development of a marketing plan, are assigned.

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decision that can have a  
significant impact on costs.  
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business depends on the  
nature of the business.  
Product is properly  
distributed and available in  
a best location at the right  
time. The process of moving  
products from the producer  
to the intended user is

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