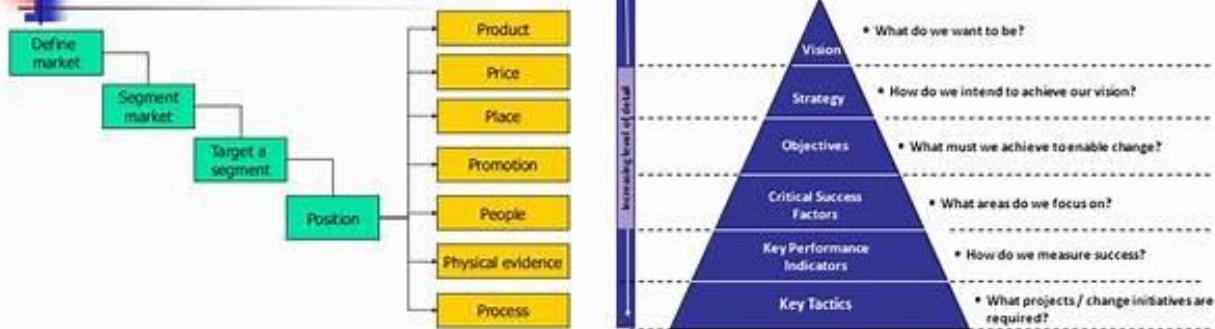


The target marketing process

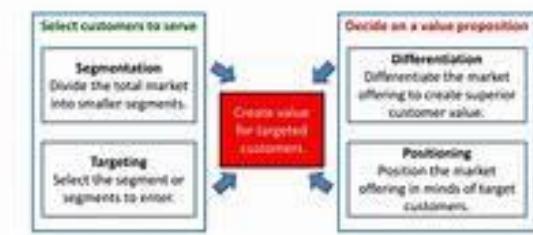


THE STRATEGIC PYRAMID

MISSION AND VISION IN THE STRATEGY PROCESS



Designing a Customer-Driven Marketing Strategy



4 Steps in Designing a Customer-Driven Marketing Strategy

