



## Marketing Management: A Strategic Decision - Making Approach (Seventh Edition)

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Keywords: Forecasting, strategic management, marketing, competitiveness, strategic. decision-making, internal decision areas, external decision areas. Introduction. The traditional definition of strategy states that. Forecasting as a Strategic Decision-Making Tool: A Review and Discussion with. Emphasis on Marketing Management 420. an organisation's strategy is the result of a rational intended processes (planned) while the emergent. Strategic Management Decisions. When you have a financial decision to make, the lowest cost or highest profit will not be your sole determining factor if you use strategic decision-making. For example, if you have strategic goals of keeping debt service and overhead costs at specific levels, you might decide to fund an equipment purchase with your cash reserves, rather than credit, to maintain your debt-service goals. You might decide to hire a more expensive contractor to get the best-quality work if the extra expense keeps you within your overhead range. If your strategic goal is to increase or maintain market share, you might lower your prices to make it harder for businesses to compete with you. Building Your Organization. Marketing Strategy. A Decision-Focused Approach. Fifth Edition. Orville C. Walker, Jr. Marketing Research: A Foundation for Strategic. Decision Making 129. What Users of Marketing Research Should. Ask 129.