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a company: numerous solutions may be possible, each having its own strengths, weaknesses, and efficiency. Thus, the diagnosis is just one element (among others) guiding the formation of a business strategy. This strategy aims to identify actions that, when implemented, will facilitate the resolution of actual problems. Finally, the

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problem definition but skip lightly over marketing problem definition. Problem definition is best thought of as solution definition—the selection of a domain likely to be rich in ideas to solve the problem. Problem definition is a creative act. We should identify a variety of alternative definitions and carefully

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