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Levy has published more than 50 articles in leading marketing and logistics journals and is co-author of the sixth edition of Marketing. He has performed research projects with major retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic, and Zale Corp.

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Chapter 02 - Developing Marketing Strategies and a Marketing Plan. 4. Operational excellence is achieved by: A. ensuring an excellent supply chain management and strong relationships

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MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question. 1) Customer excellence focuses on: A) maintaining efficient operations and an excellent supply...

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