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example of a position in top
management? a. CEO b. CFO c. COO d.

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Only a. and b. 2. What does empowerment reinforce? a. team spirit
b. company loyalty c. productivity d. profits 3. What are the three basic functions of a manager? a. planning, organizing, delegating b.

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experience and completion by spending
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those all needs taking into account
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questions 1. including several complementary products in a package that is sold at a single price INCORRECT No answer given THE ANSWER bundle pricing 2. a store offers all merchandise in a given category at certain prices INCORRECT No answer given THE ANSWER price lining 3. technique that involves setting prices that ...

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Dr Jochen Wirtz holds a PhD in services marketing from the London Business School and has been working in the field of services for over 20 years. He is a tenured Associate Professor at the National University of Singapore (NUS),

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