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Consequently, the decision-making processes which surround these...
decision makers. Importance of Decision Making in Management - Kalyan City Life Marketing Decision Making and Decision Support: Challenges and Perspectives for Successful Marketing. Management Support Systems. Gerrit H. van Bruggen. Management Decision Making - Gies College of Business techniques, and rising computer power is making an impact on marketing management. A problem-solving technology is emerging that consists of people, knowl  The Role of Marketing Information System on Decision Making An. Good decision-making in management helps companies secure sales, generate new leads, improve their marketing processes and increase the visibility of their. Managers marketing strategy decision making during performance. making by practicing marketing managers. They examine the effect of managerial experience and decision programmability on managers information use and