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# The SWOT Analysis: Develop Strengths To Decrease The Weaknesses Of Your Business (Management & Marketing Book 21)



## Synopsis

Develop strengths to decrease the weaknesses of your business! This book is a practical and accessible guide to understanding and implementing the SWOT analysis, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Determine the strengths, weaknesses, opportunities and threats of your business
- Distinguish the factors that affect the internal functioning and external environment of your business
- Develop a coherent strategy

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