

اثر عملية خفض كلفة المزيج التسويقي في تقويم اداء منظمات الأعمال

دراسة تطبيقية في شركة بغداد للمشروبات الغازية

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**Study problem**

**Study Importance**

**Study Objectives**

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**Study Hypotheses**

**Study Bounders**

**Study Procedure**

**Styles of Date Collection**

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(Nannaly, ) (Oppenheim,

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) (Rosenberg, :

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" (Kotler& Armstrong, : )

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" (Zikmand&Amico, : ( ) "

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(Stanton,et,al, :

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(Kotler&Armstrong, :

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) (Kotler&Armstrong , :

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(Blocher,et,al, : )

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