

Business Process Management

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Retail

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References:

¹ Sternecker, Kevin, "The Real Issue Behind Promotion Optimization Adoption," AMR Research, 2009

[http://www.amrresearch.com/content/View.aspx?compURI=tcm:7-39342&title=The Real Issue Behind Promotion Optimization Adoption](http://www.amrresearch.com/content/View.aspx?compURI=tcm:7-39342&title=The%20Real%20Issue%20Behind%20Promotion%20Optimization%20Adoption)

² IBM Institute of Business Value Study, "Shopper advocacy: Building consumer trust in the new economy," 2008

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Produced in the United States of America
January 2010
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