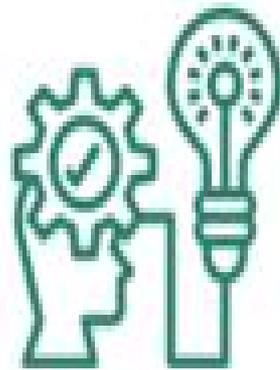


Strategic Business Unit Meaning



Business Unit



Strategic
Business Unit



Discrete
marketing plan



Specific product



Specific market
segment

Strategy A Business Unit Stimulation

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