



COMMERCIAL DUE DILIGENCE: COMPETITORS' ANALYSIS AND MARKETING SEGMENTATION

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Synopsis

What is commercial due diligence, what is its role in marketing and how can your brand benefit from the analysis of your clientele and its spot in the market? Within this volume you will be able to find a detailed report with regards to the modern landscape of the Marketing world and everything you need to know in order to dominate it. Ascertain the commercial attractiveness of the company you are interested in, gauge the likelihood that it will meet its targets, plan the steps that you need to take, and ensure you will succeed.

This guide will provide you with all the means necessary to understand your role and risks as a buyer, what to look for in a target company and the market position it holds. Ensure that any acquisition decisions you make are on point, well informed, and with minimal risk. This will help you be prepared, with a thorough understanding of the nature and scope of the business that interests you, before any negotiations begin. Special attention is being given to Commercial due diligence analysis, its impact in critical situations, and the importance of its adaptation in order to fit the new era of the global market.



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