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# **Centrex I: Strategic Outlook**



## Synopsis

A detailed review of the changing worlds, paradigm shifts, and emerging technologies. Gain an insight as to the driving factors of form, function, and fashion. Understand how to position your products and services in the new virtual world. Subsequent videos will review more than 30 different technologies and product opportunities, consumer marketing, product development, organizational strategies, and international marketing. Part 1 of a 7-part series.

### **Book Information**

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