

Le Framework For Marketing Management 5th Edition

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[Bianca Grohmann, MBA, PhD](#)

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and has collaborated closely with Group and Brand Presidents and Function Leaders to integrate global marketing strategies in international markets. Under Cedric's leadership, ELC's ...

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He also served as Vice President, GM, Travel Retail Worldwide, navigating a wide range of challenges while proactively managing opportunities arising from the introduction of new brands and ...

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