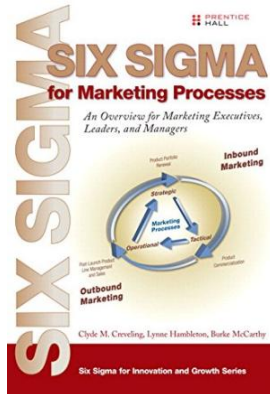


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## SIX SIGMA FOR MARKETING PROCESSES: AN OVERVIEW FOR MARKETING EXECUTIVES, LEADERS, AND MANAGERS (PAPERBACK)



Pearson Education (US), United States, 2014. Paperback. Book Condition: New. 230 x 154 mm. Language: English . Brand New Book. Nearly half of the top one hundred Fortune 500 companies use Six Sigma methodology in some part of their business. These companies have been among the top one hundred for five or more years and consistently report higher revenue and significantly higher profits than competitors. This underscores the impact on the cost side. Now the focus moves to revenue growth....

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- Authored by Clyde M. Creveling, Lynne Hambleton, Burke McCarthy
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