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Clearly explaining the five key strategies,
the authors show you how to: Identify
strengths that deserve a concentration of
resources. Achieve a coordinated product
and service portfolio. Root out marginal or

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In each one, you answer a fundamental
question about ...

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The following strategies are intended to promote active listening, or a type of listening with the goal to “develop a clear understanding of the speaker’s concern and also to clearly communicate the listener’s interest in the speaker’s message” (McNaughton, Hamlin, McCarthy, Head-Reeves, & Schreiner,

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