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### **Besanko Economics Of Strategy Solutions**

Strategy is defined as "the determination of the basic long-term goals of an enterprise, and the adoption of courses of action and the allocation of resources necessary for carrying out these goals." Strategies are established to set direction, focus effort, define or clarify the organization, and provide consistency or guidance in response to the environment.

### **Strategic management - Wikipedia**

1. Introduction "Fintech" is the topic du jour, even though the interplay between information technology and financial services is not a new topic. It has been discussed quite a bit in the past few decades. For example, Berger (2003) discussed the productivity and consumer welfare implications of information technology for banking. And twenty years ago, in a discussion of consolidation in ...

### **Fintech and banking: What do we know? - ScienceDirect**

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### **(PDF) Sales Promotions - ResearchGate**

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