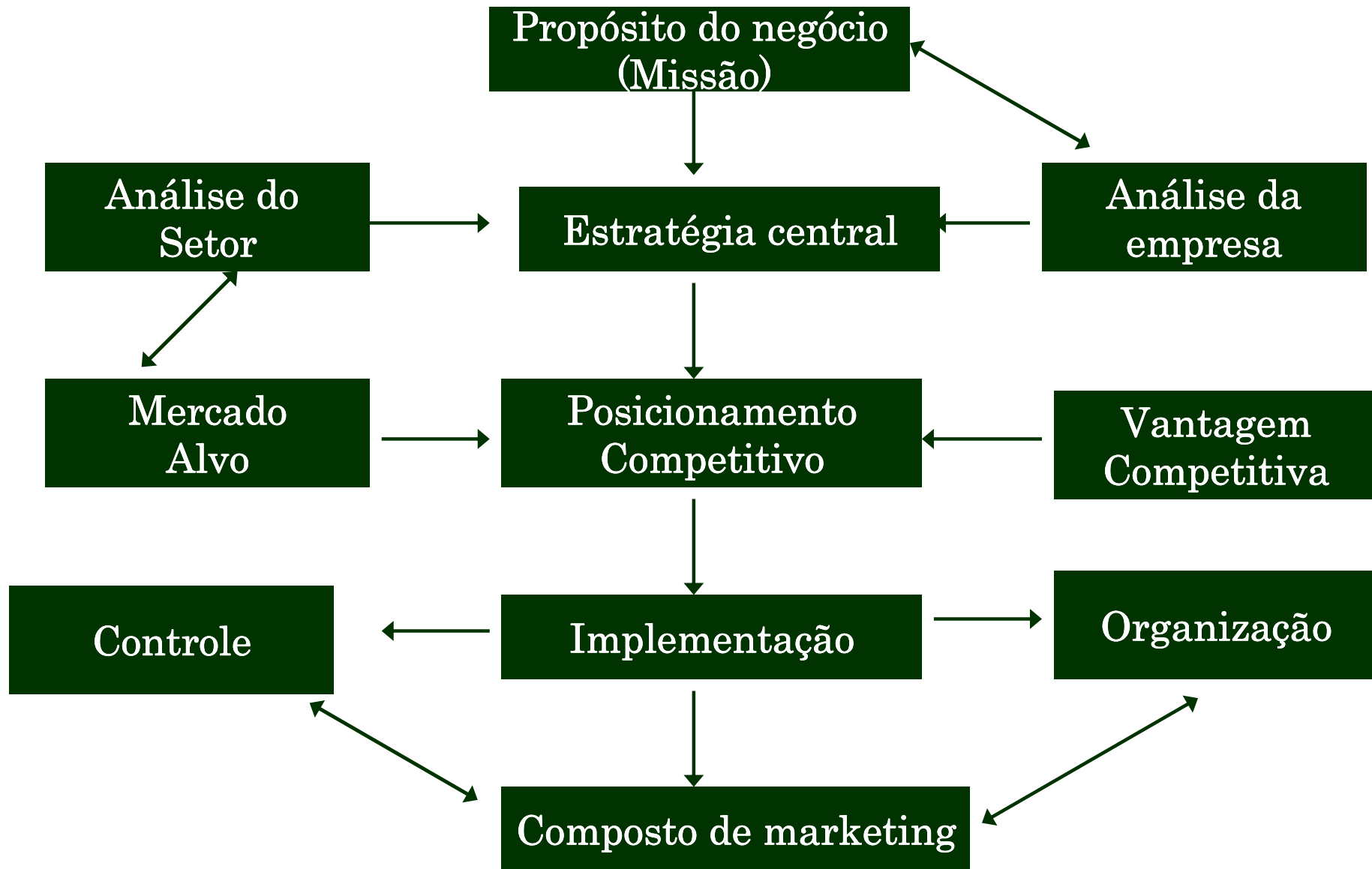


O PROCESSO DE DEFINIÇÃO DA ESTRATÉGIA DE MARKETING



Fonte : Hooley, Saunders & Piercy, Posicionamento Competitivo,PHB,2005,p.28.