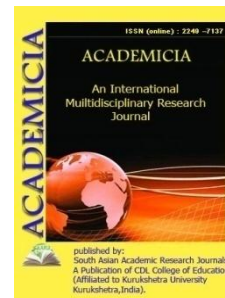




**ACADEMICIA**  
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**DOI: 10.5958/2249-7137.2021.01366.5**

## STRATEGIES FOR ACHIEVING COMPETITIVE ADVANTAGE IN ENTERPRISE MARKETING MANAGEMENT

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### ABSTRACT

*It is known that the development of market relations in any society, the growth of the well-being of the population, all aspects of the management system are deeply structurally reformed, and such reforms affect all sectors of the economy: industries, corporations, associations and enterprises based on them. lay the principles of management. We know that a manufacturing company is always faced with different types of problems, and is looking for answers to the following questions: how and how many products to produce, who will be the potential consumer of the product, what price level to set, how to sell from the point of view of consumer demand, competition issues.*

**KEYWORDS:** *Marketing, Marketing Management, Strategic Management, Consumer Market, Enterprise Activity, Manufacturing Enterprise, Competition, Marketing Strategy, Market Segment, Strategic Planning, Efficiency, Standard Of Living.*

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