

Market Analysis (glossary)

market analysis

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Activities designed to determine the attractiveness of a market and understand its evolving opportunities and threats as they relate to the strengths and weaknesses of an organization. (NetMBA 2010)

Sources

NetMBA. 2010. "Market Analysis." (online). Florida, USA: NetMBA.com, Interent Center for Management and Business Adminitration, Inc. Accessed on 11 September 2012. Available at: <http://www.netmba.com/marketing/market/analysis/>

Discussion

None.

SEBoK v. 2.9, released 20 November 2023

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