



The SWOT Analysis: Develop strengths to decrease the weaknesses of your business

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Develop strengths to decrease the weaknesses of your business This book is a practical and accessible guide to understanding and implementing the Swot analysis, providing you with the essential information and saving time. *In 50 minutes you will be able to:*

- * Determine the strengths, weaknesses, opportunities and threats of your business
- * Distinguish the factors that affect the internal functioning and external environment of your business
- * Develop a coherent strategy

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