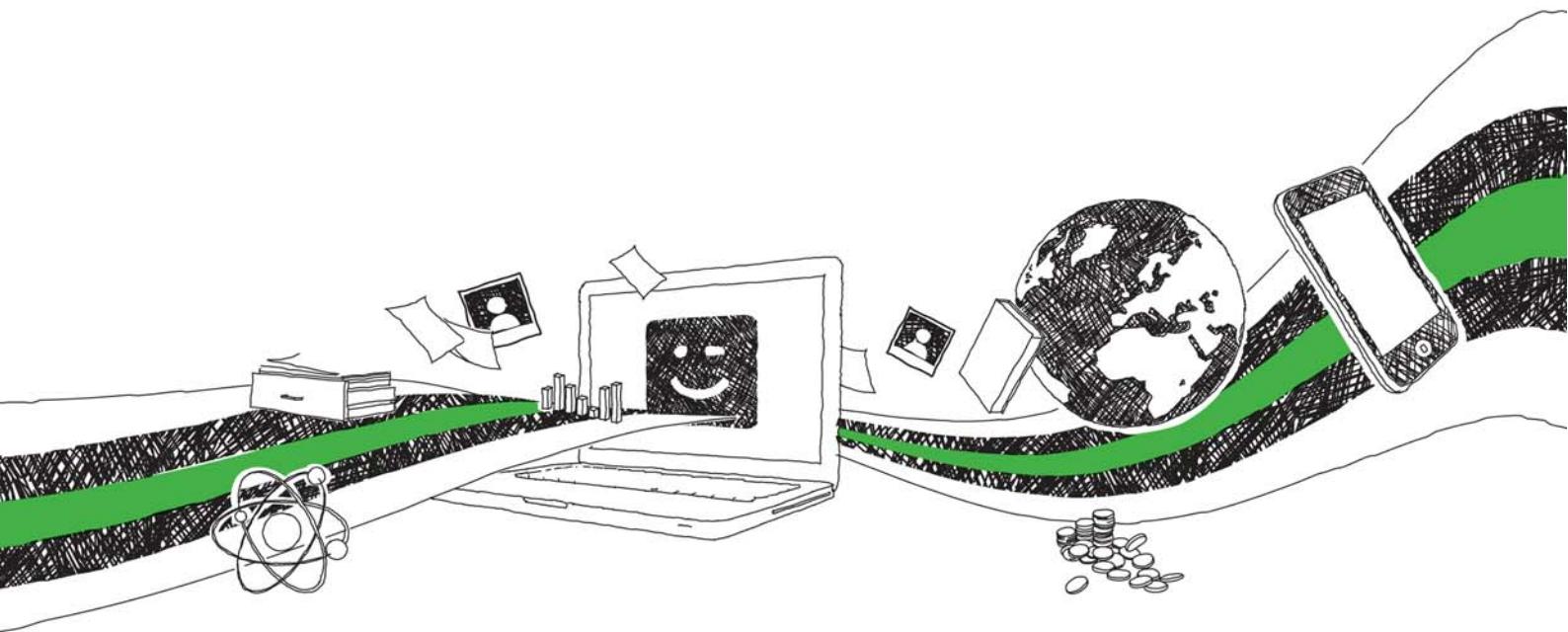


**Sven Adrian**

# Turnaround Management. Adjusting the Marketing Mix to the Challenges of the Turnaround Process

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## **Turnaround Management. Adjusting the Marketing Mix to the Challenges of the Turnaround Process**

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**Sven Adrian**

**Turnaround Management**

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**Adjusting the marketing mix to the challenges of the  
turnaround process**

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