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of a given organization. Market positioning: This can be one of the most prevalent marketing management case study topics where you will be asked to do a good market position of a newly launched product or service in a very new market. It is how you promote your product in the market for a future sales boost.

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enormous success in a specific situation. For instance, last year, Jacob McMillen wrote about how Pronto used Crazy Egg to increase leads by 24 percent. That's a big number. It's not a full case study, but it demonstrates the goal of a marketing case study. You want to shock your audience, then explain exactly how you achieved

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