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every brand management course: "What is a brand?"

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MANAGEMENT THEORY AND TOTAL QUALITY: IMPROVING RESEARCH ...

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Brand Management: Research, theory and practice

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A broader awareness of theory and practice may be aluablev as the manager attempts to interpret behaviour in the fresh situation. Of course, theory is useful only so long as it has relevance to practice in education. Hoyle (1986) distinguishes between theory-for-understanding and theory-for-practice.

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Theories of Educational Management

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While this flexibility is embraced by its current adopters, perhaps its applications across management research and practice will converge in scope over time as the concept matures. There remains much potential to contribute to dismantling power structures, revealing the power of social context and untangling

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