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^ Baker, Michael The Strategic Marketing Plan Audit 2008. ^ Baker, Michael The Strategic Marketing Plan Audit 2008 ISBN 1-902433-99-8. p. 27; 8. Shaw, E. (2012).

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3.0 Audit Findings. In section 3.1 we set out leading practices for strategic planning to be used as criteria for assessing TBS strategic plan development efforts.

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