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| The People's Democratic Republic of Algeria  Ministry of Higher Education and Scientific Research  High School of Business  Algiers  Dissertation Submitted in Partial Fulfillment of Requirement for the Degree of  Magister in Marketing |
| THE IMPROVEMENT OF COMPETITIVE ABILITIES USING BENCHMARKING APPROACH |
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| Submitted by: Supervised by:    Houssem ADNANE Pr. Mohamed SADEG |
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