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*factors that may affect an organization. The internal environment is the assessment of an organization's strength and weaknesses. The external environment, on the other hand, focuses on the opportunities and threats (Kotler & Armstrong, 2010)*

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characteristics, or behavior who might  
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*Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute.*

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