Marketing Education

Instructions

Read the management peer reviewed journal article I have selected for class review. Write a MEMO review on the article along with the problems identified and the issues they address, observations made, solutions and recommendations they provided in their paper review it and provide your own solutions and recommendations if their different than author. prepare a memo that introduces the topic, and tells me why it is IImportant to me(BUSINESS MANAGER) Make sure that you address the recipient of your memo, and try to be as comprehensive within one page limit. Gave me an example of a memo format you can USE,I included the example given thanks