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Study Case of Revlon, Inc. Strategic Management Paper

Submitted by: Febby Namira James Jonathan S. Jovian

Yoshua S. Karina Putri R. Retno Mayangsari Swiss German

University EduTown BSD City Tangerang 15339 INDONESIA

November 2013. CHAPTER 1 – INTRODUCTION 1.1

Background In the midst of the Great Depression of 1932,

Brothers Charles & Joseph Revson and a chemist named

Charles Lachman, formed ...

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