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Summary: Gatorade was first

formed in the 1960's in Florida. The

doctors of the University of Florida

noticed that their football players

where severely dehydrated in turn

the players lacked the performance

of the field. After several tests the

doctors came up with a

carbohydrate-electrolyte beverage

that kept the players hydrated

since water was not doing the

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in the Marketing Strategy of

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line by assessing their growth potential and share in the market. The products can be classified into the following categories: The products with high growth and high market share are classified as stars. Marketing Strategy Of Gatorade - essay48.com Case study: Gatorade. Discuss Case study: Gatorade within the Marketing Management (RM , IM) forums, part of the Resolve Your Query - Get Help and discuss Projects category; Hi, Does any one have any insights on the Gatorade case where the new business development officer for Quaker Oats ... Case study: Gatorade | Management Paradise GATORADE MARKETING PLAN By Student's Name: Course Name: Tutor: University: Department: Date:

EXECUTIVE SUMMARY The Gatorade Company is mainly concerned with the manufacture and distribution of sporting equipment for commercial and domestic uses based on their knowledge of the best industry practices for the production of sporting equipment.

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