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STAKEHOLDER MAPPING FOR KRISPY KREME DOUGHNUTS INC.



GRIN Verlag, 2016. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Essay from the year 2016 in the subject Business economics - Company formation, Business Plans, grade: 82 , University of Ulster, course: BSc Business Studies, language: English, abstract: The UK Fast Food or Quick Service Restaurant (QSR) industry was worth Pds. 33.5bn in 2014. Krispy Kreme (KK) is a leading branded retailer and wholesaler of doughnuts and baked goods...

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- Authored by Irene Anne McLaughlin
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