Strategically Positioning Botswana Development Corporation in the Mkt. Edition No. 1

Description: This book/thesis is meant to establish how to position Botswana Development Corporation (BDC) in the market against the prevailing cut throat competition. BDC is wholly owned by Botswana government and its competitors are other project financing parastatals (NDB and CEDA) and commercial banks. Various strategies have been suggested in the thesis of how the Corporation can compete and be able to survive.

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