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Introduction The globalized business environment has determined companies to develop complex strategies intended to address the challenges determined by these factors.

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The strategy will be implemented across all thirty-six countries in where the Vodafone brand is present. It is designed to underline the company's belief that new technologies and digital services will play a positive role in transforming society.

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Vodafone strategy is to remain a market leader consist of various points and targets and involves different stakeholders. Their commitment willing to improve their services through 'Value

enhancement' and their goal to strike and enter into new emerging markets is continuing to flow with their current values as well.

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