

# MARKETING STRATEGY AND PERFORMANCE: A NEURAL NETWORK TYPOLOGY

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## ABSTRACT

*This paper uses a neural network to analyse the type(s) of strategy best followed by managers wishing to improve performance. Insights are also gained into the input variables that had the most impact on performance, and the conjunctions of factors that impact performance. For illustrative purposes the analysis is performed on the hospitality sector, using data collected from 100 hotel units located in the UK.*