

# A Study on the Significance of Innovation in a Company's Marketing Strategy

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**Abstract:** *The current business climate is characterized by global challenges, technological advancement, and intense competition between businesses. Businesses must constantly change in response to changes in the business environment, market environment, and customer requirements. There are currently a number of tools and approaches to address these shifts. Corporate strategy is one of the most important aspects because it determines the company's fundamental direction. Marketing, which has an impact on all business activity, is another important area. The company's overall direction is significantly impacted by selecting the appropriate marketing strategy. Innovation, which is a fundamental requirement for the company's success, is another crucial aspect of the current business climate. The issue of development the executives is right now one of the essential circumstances for keeping a market position and keeping up with intensity. The article aims to highlight the theoretical foundations of marketing strategy, corporate strategy, and the significance of innovation in business. In this way, in view of auxiliary discoveries, we break down accessible chose information connected with advancement in Slovakia.*

**Keywords:** organization, development, showcasing, procedure.

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