



Certificate of Publication

This is to certify that

**Mr. Jesus Daniel Juarez Suarez ,Dra. Alejandra Torres
Lopez**

Published following article

**The AMSD Matrix as a diagnostic tool for planning sales
strategies Case Study**

Volume 3, Issue 1, pp: 63-73

www.ijemh.com

A peer reviewed refereed journal

Publication Head

IJEMH

International Journal of Engineering, Management and Humanities