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 Marriot SWOT Analysis Strengths
 Global leader Marriott International Inc is the leader in the global hotels market,, with a near 5% value share in 2007 and a large geographic presence. Unhampered by hotel ownership the company owns less than 1% of its hotel portfolio and is thus less vulnerable to real estate price fluctuations than rivals.
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 Marriott International (NASDAQ: MAR) is one of the world's largest and most prominent hotel operators. Currently, Marriott operates around 4,200 hotels in 79 countries and territories. The company's properties operate under 19 different brands, including Ritz-Carlton and J.W. Marriott. Its properties include luxury, boutiques, suites, and apartment hotels as well as resorts.
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