Chapter									
1	Chapter Name	Page #	Technique #	Technique	Variants / Aliases		PESTLIED (political, economic,		
						PESTEL (political, economic	socio-cultural, technological,	STEEPLE (socio-cultural,	
						socio-cultural, technological,	legal, international,	technological, environmental	
		_			PEST (political, economic,	environment (or ecological),	environmental (or ecological),	(or ecological), economic,	
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