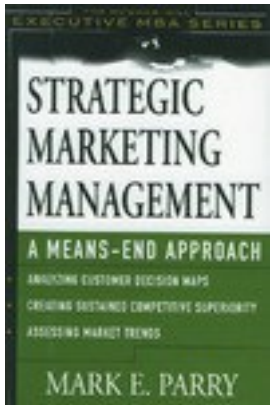


Strategic marketing management



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著者:Mark E Parry

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~Strategic Marketing Management provides a logical approach for developing and positioning corporate and product brands, and skillfully managing those brand positions over time. Case studies and examp

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