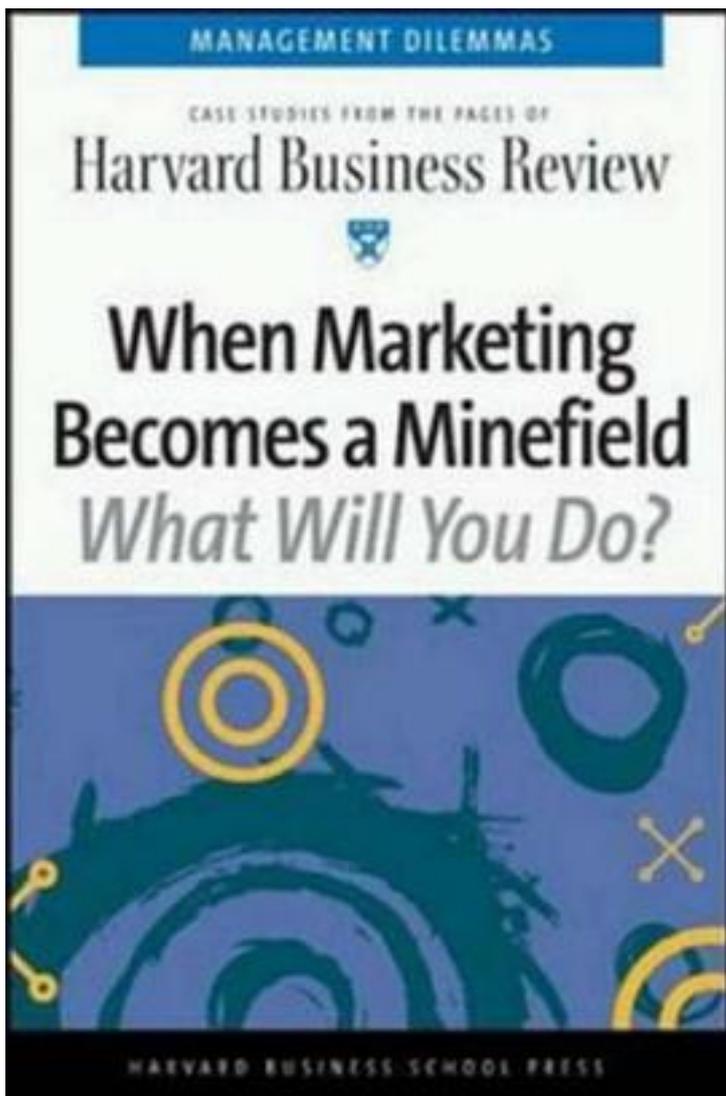


WHEN MARKETING BECOMES A MINEFIELD



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PR disasters. Clashes between global managers. Faulty products. This guide helps marketers learn to navigate when the environment or the product starts to sour. The thought-provoking guides present common managerial dilemmas and offer concrete advice from experts on how to resolve them - and help managers improve their own decision-making skills by encouraging them to come to their own conclusions.

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