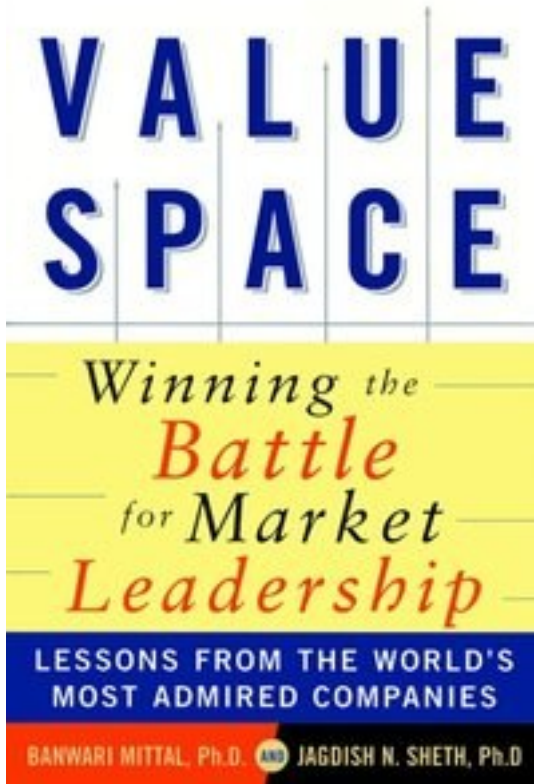


ValueSpace: Winning the Battle for Market Leadership



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著者:Banwari Mittal\Jagdish N Sheth

出版者:McGraw-Hill Trade

出版时间:2001-11-01

装帧:

isbn:9780071375276

In the tradition of the bestselling *The Discipline of Market Leaders*, business professors and consultants Banwari Mittal and Jagdish N. Sheth describe a dynamic new value-based approach to achieving m

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