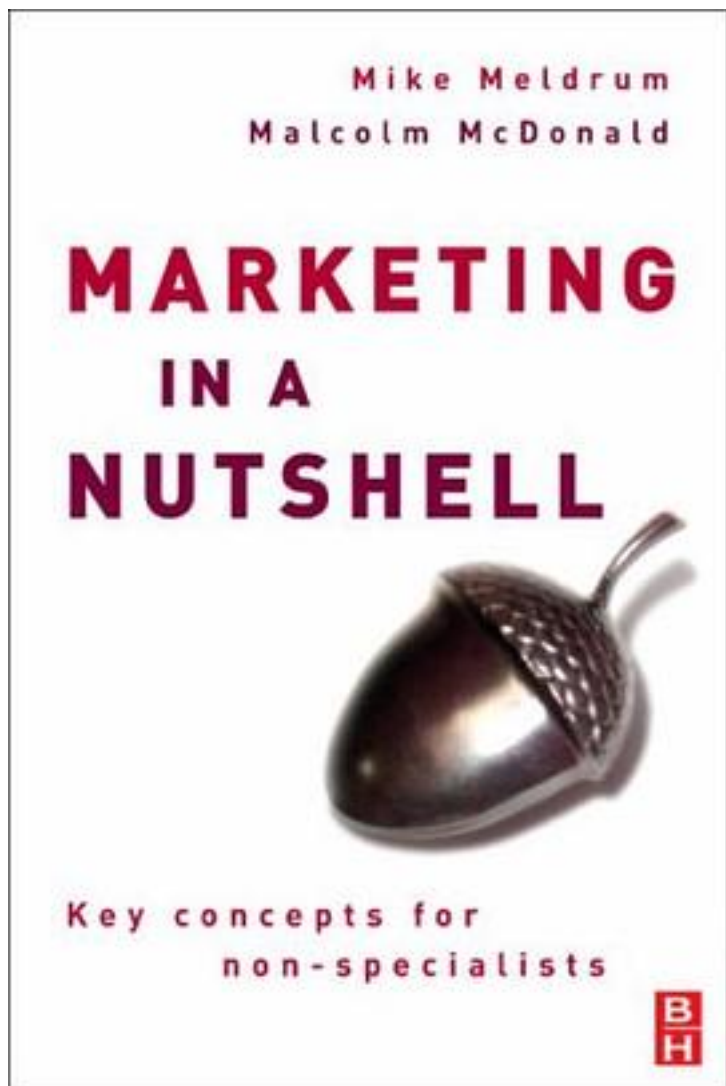


Marketing in a Nutshell



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著者:Mike Meldrum

出版者:Butterworth-Heinemann

出版时间:2007-03-08

装帧:Paperback

isbn:9780750681339

Marketing in a nutshell is an easy-to-use quick reference source for non-marketing specialists. Designed as a dip-in guide, this accessible book will be invaluable to general managers, non-qualified marketers and students taking a module in marketing alongside their other studies. Marketing in a nutshell makes the authors marketing know-how and expert insights accessible to all.

*Dip-in reference format makes a comprehensive powerhouse of marketing knowledge available to every non-marketing manager at a moment's notice

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