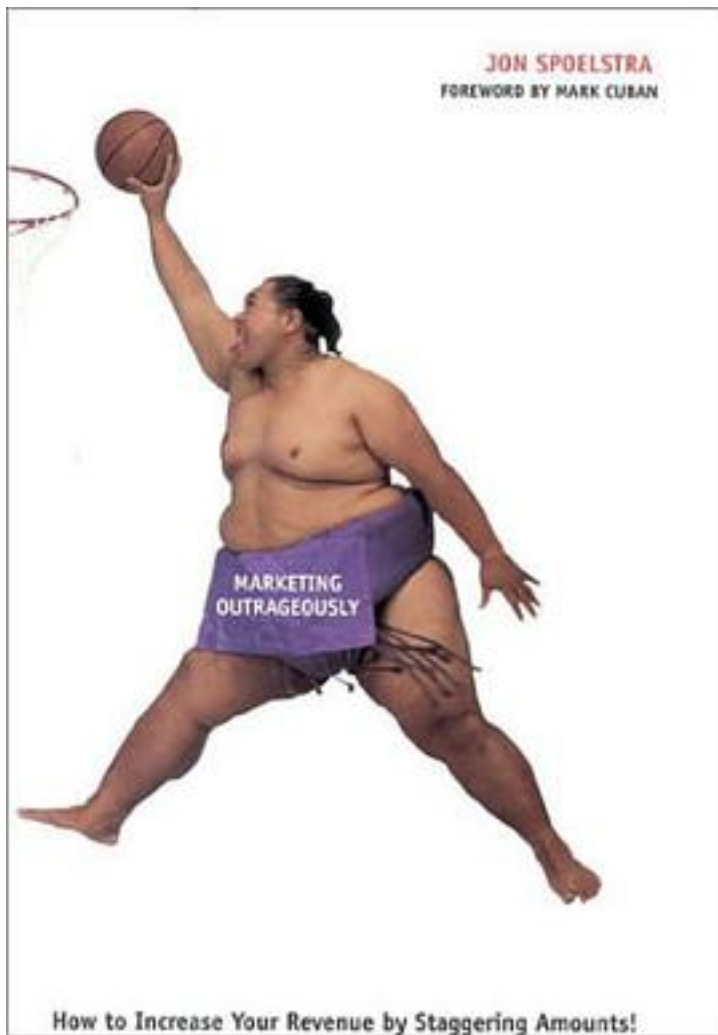


Marketing Outrageously



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出版者:Bard Press

出版时间:2001-07-25

装帧:Hardcover

isbn:9781885167507

Jon Spoelstra, one of the country's best sports marketers, contends there is less risk

and more payoffs in creating outrageous marketing.

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