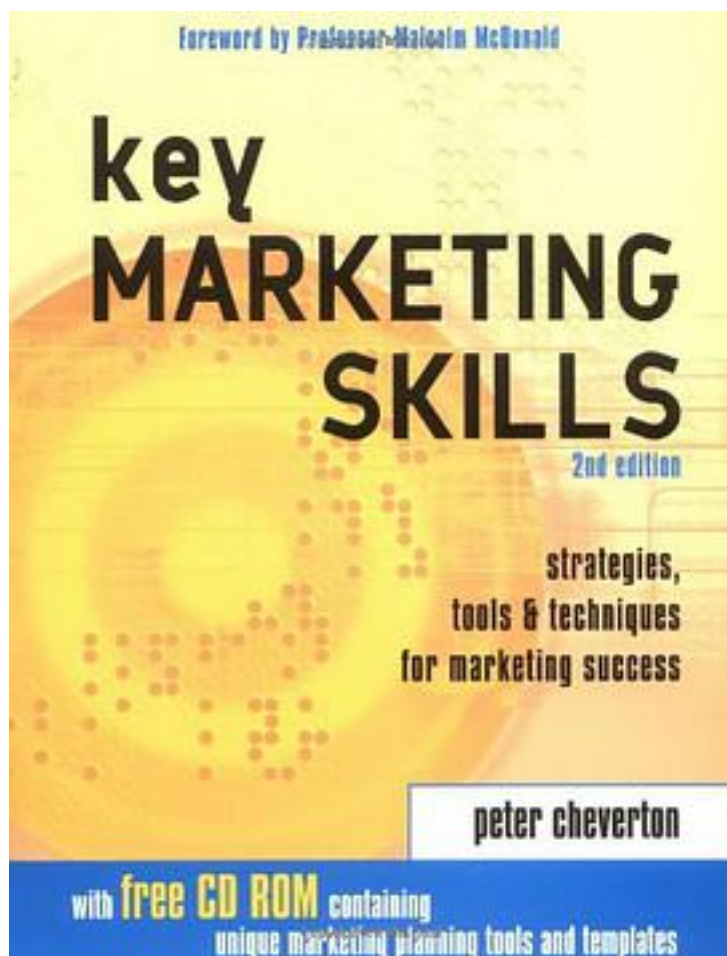


Key Marketing Skills



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著者:Cheverton, Peter

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This is a brand new edition that focuses on the practical issues faced by today's marketing professionals. It is truly about turning strategy into action and provides answers to key marketing issues:

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