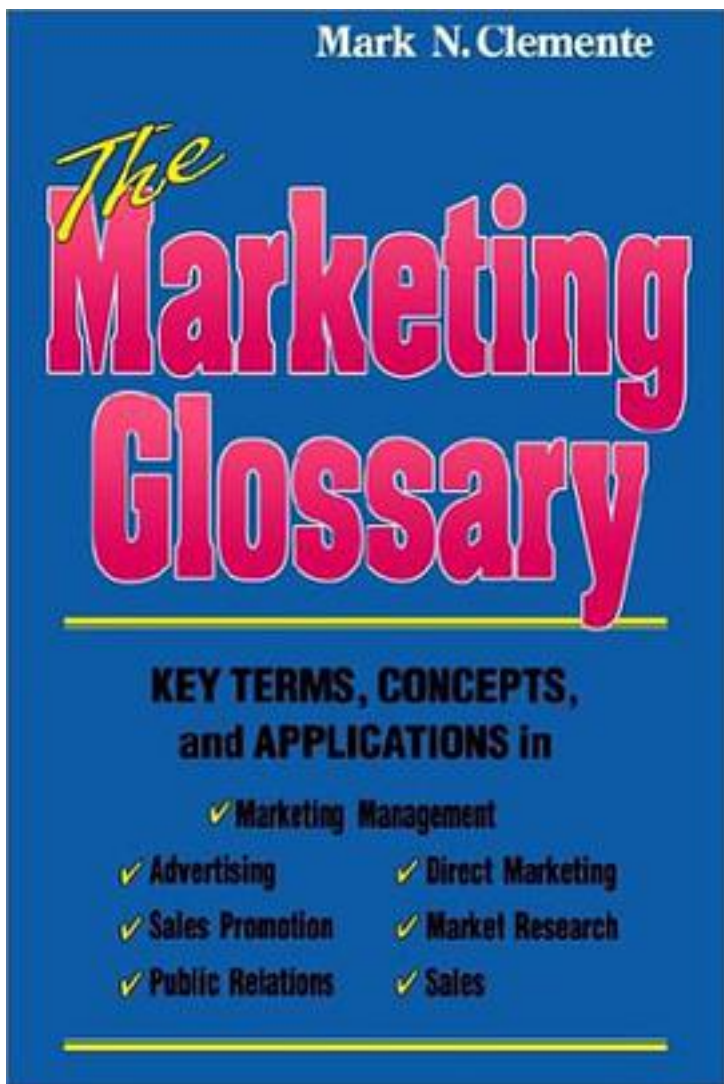


The Marketing Glossary



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出版者:clementebooks

出版时间:2002-10-2

装帧:Paperback

isbn:9780971943421

A combination dictionary, encyclopedia, and how-to guide with definitions, formulas, checklists, examples, and applications of key terms in marketing, sales, advertising, public relations, direct-marketing, sales promotion, and market research. The Marketing Glossary is an acclaimed reference work whose hardcover edition was published by the American Management Association. Newly updated, it contains more than 1,400 entries.

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