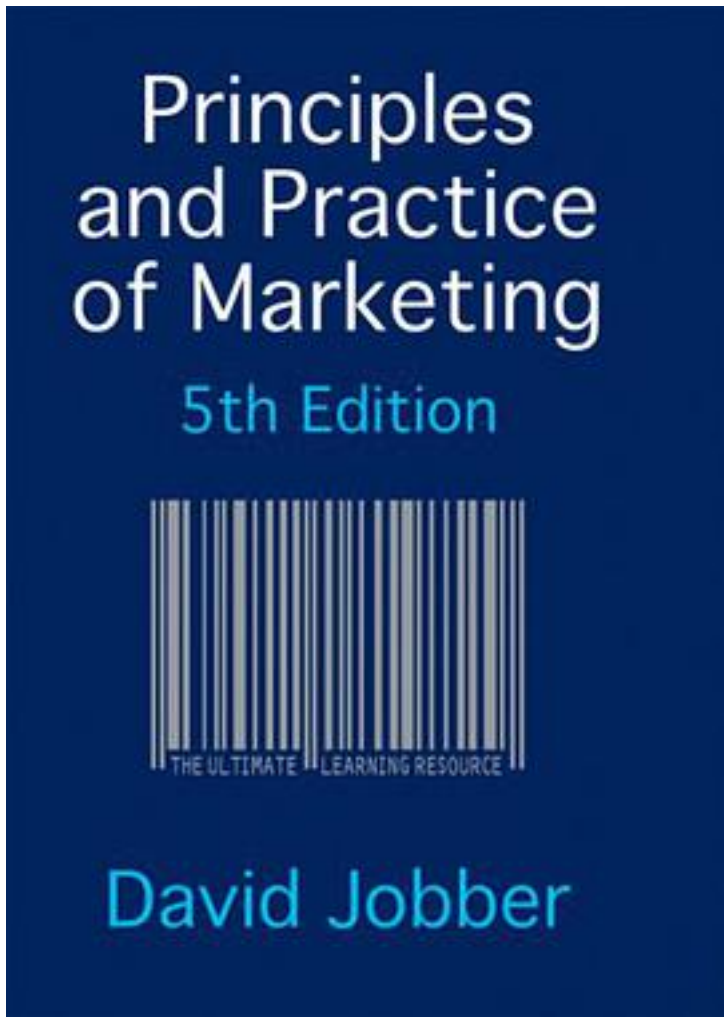


Principles and Practice of Marketing (Redemption Card)



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标签

评论

不错，很基础，有不少案例，几乎每次写论文都可以用上

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书评

I read it twice three years ago. It is a worthy of reading for you to get the basic concepts of marketing.

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