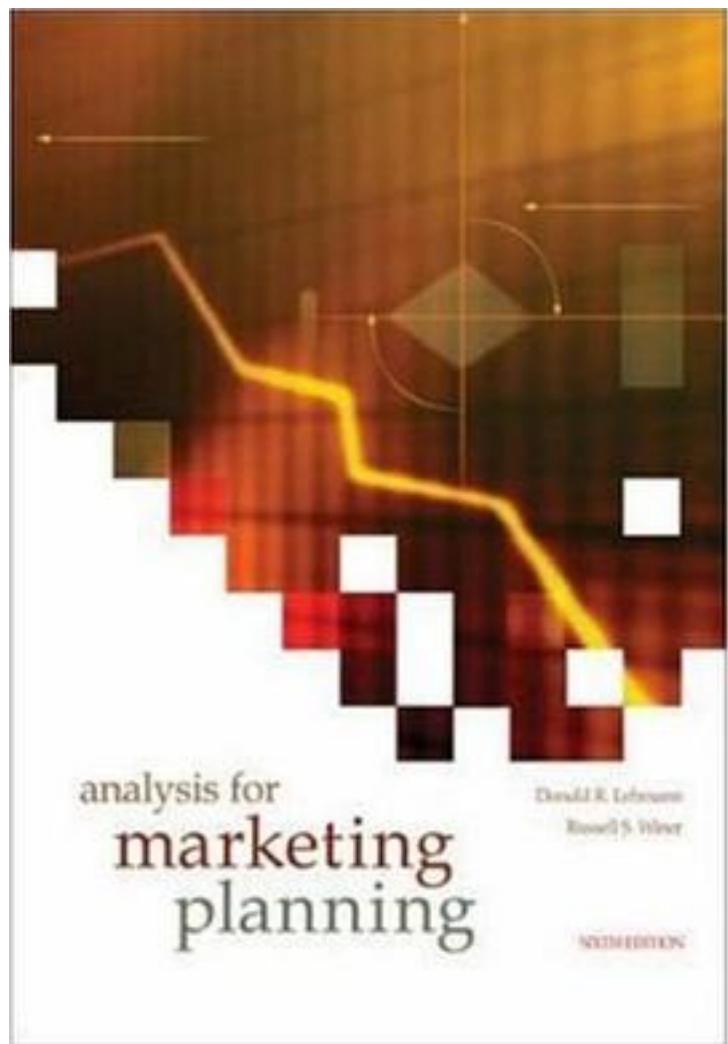


Analysis for Marketing Planning



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出版者:

出版时间:2007-11

装帧:

isbn:9780073529844

"Analysis for Marketing Planning, 7/e" by Lehmann and Winer focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document - the Marketing Plan. Whether studying Marketing strategy or Product/Brand Management decisions, students need to be able to make decisions based from sound analysis. This book does not attempt to cover all aspects of the marketing plan; rather it focuses on the analysis pertaining to a product's environment, customers and competitors.

作者介绍:

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