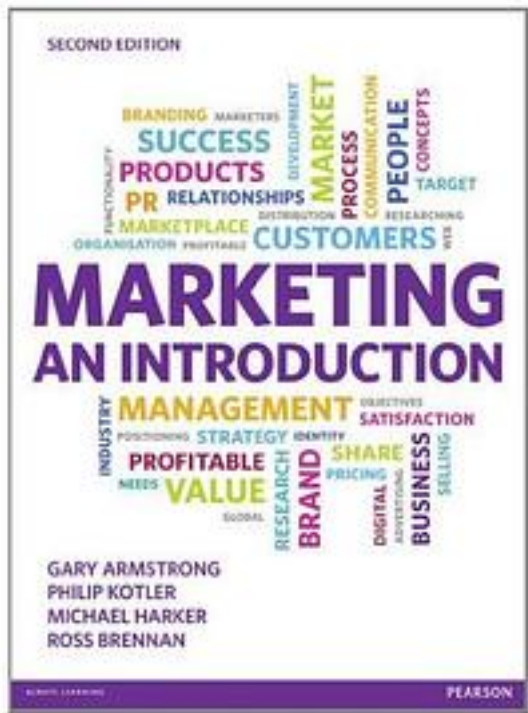


# Marketing



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出版者:

出版时间:

装帧:

isbn:9781412911481

This key text introduces the essentials of critical thinking within the field of marketing in easy to read and understandable terms. Integrating critical perspectives with the topics of the typical marketing curriculum Chris Hackley has produced an indispensable supporting text for upper level, undergraduate Marketing courses. Each chapter includes review questions, case studies reflecting issues in the chapters, along with supporting case questions and reflections, and vignettes that cover stimulating practical examples.

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