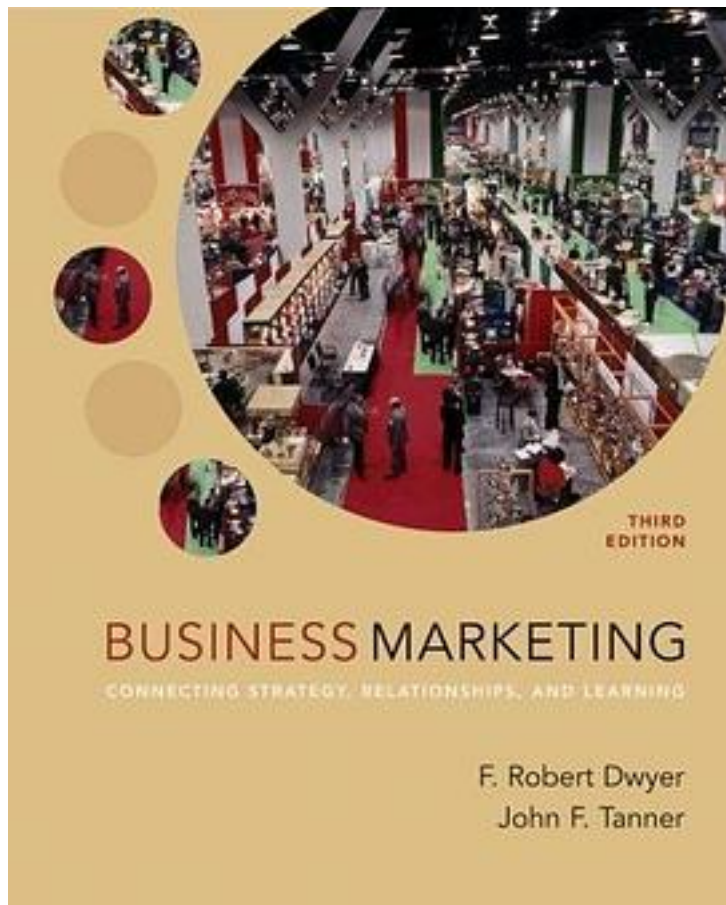


Business Marketing



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"Business Marketing, 4e" is targeted at the undergraduate Business Marketing course to students who want to succeed in business to business marketing. This edition combines a theory-driven yet hands-on approach to show students how to make profitable and quality business marketing decisions. This well known text introduces

the concepts of marketing to businesses and stresses the importance of customer relationship and knowledge management.

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