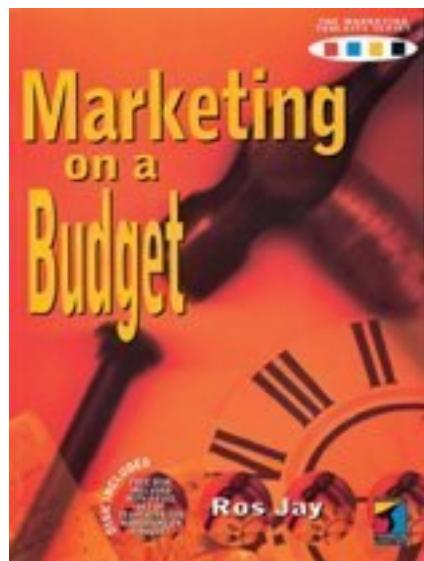


Marketing on a Budget (Marketing Toolkit Series)



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著者:Ros Jay

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This book explains ways to save money on buying in marketing information or expertise, but it also demonstrates many of the skills that companies with higher budgets would farm out. This is not a dissertation but a direct, working manual to maximise useful practical tips and hints. It is full of anecdotes and examples which draw on the experience of people who have achieved success through low budget marketing themselves.

作者介绍:

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