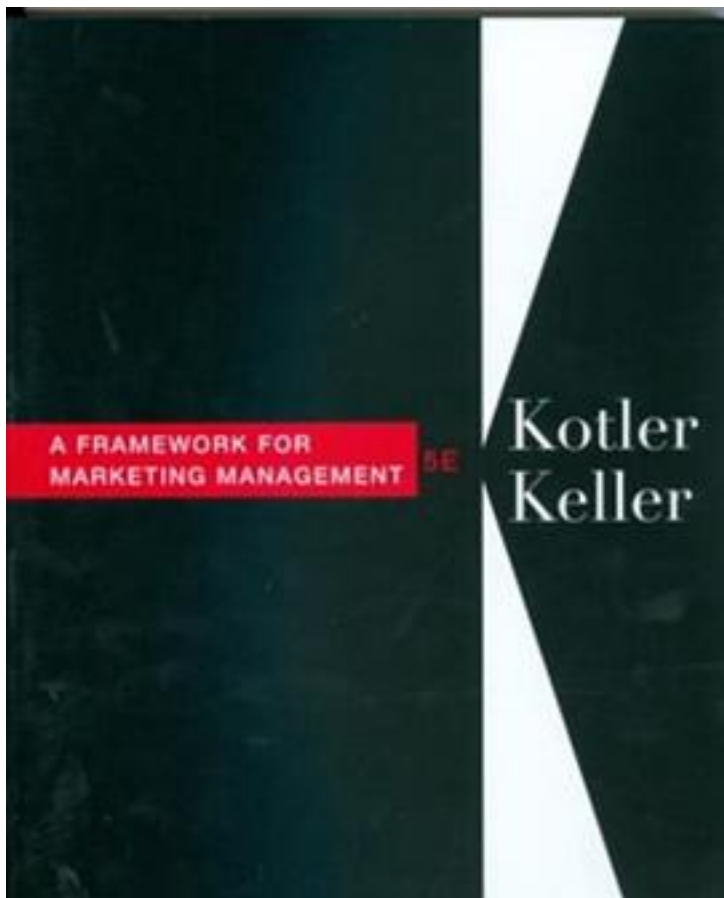


Framework for Marketing Management



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出版者:Prentice Hall

出版时间:2011-3-3

装帧:Paperback

isbn:9780132539302

Framework for Marketing Management is a concise adaptation of the gold standard marketing management textbook for professors who want authoritative coverage of current marketing management practice and theory, but the want the flexibility to add outside cases, simulations, or projects.

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