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Basic Marketing: A Marketing Strategy Planning Approach

Publisher: McGraw-Hill/Irwin; 18th
edition (October 19, 2010)

Language: English

Pages: 832

Size: 27.59 MB

Format: PDF / ePub / Kindle



Overview: Basic Marketing 18e builds on the foundation pillars of previous editions the four Ps framework, managerial orientation, and strategy planning focus. The Perreault franchise was the pioneer of the four Ps in...

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