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Marketing Fundamentals Volume 1 Dr Bronis Verhage Professor of Marketing Georgia State University Atlanta, Georgia, USA First edition, 2007 Wolters-Noordhoff Groningen|Houten

Marketing

Bronis Verhage, Georgia State University 9781408064979 ©2013 Written with a clear structure, managerial approach and engaging and lively writing style, Marketing: A Global Perspective offers a contemporary review of new priorities in marketing, compelling presentation of the fundamentals of advertising with invigorating coverage of

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Fundamental Marketing Stanton Wj

Marketing Stanton Wj Fundamentals of marketing - William J Stanton, Michael J The text is an Australian adaptation of the ninth edition of

'Fundamentals of Marketing' published in the US and uses the Australian environment to give analysis, insight and examples of marketing theory and practice Each chapter includes a list of Page 12/26

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Marketing Fundamentals - An International Perspective, Second edition 2013 BJ Verhage Required Book ISBN 978-90-01-81866-1 Noordhoff Uitgevers Study Manual (Agri-Food Business) Muijlwijk, T van, en P van Schie Required Via Blackboard Updated each year, make a print! Lecture hand-outs, additional literature and articles various Required Via

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Marketing Communications - Edinburgh Business School

Marketing Communications Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth He is also the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma Programme, in addition to being a Fellow of the CIM

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INLEIDING TOT DE MARKETING - Boeken.com

Journal of Consumer Research en Journal of the Academy of Marketing Science Hij is auteur van Grondslagen van de marketing (de marktleider in het hoger onderwijs), het Engelstalige Marketing Fundamentals: An Internati-onal Perspective en het internationaal uitgegeven boek Marketing A Global Perspective Met een uitgekende balans tussen

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