

<<Marketing Plans, Six>>

图书基本信息

书名：<<Marketing Plans, Sixth Edition: How to prepare them, how to use them (平装)>>

13位ISBN编号：9780750683869

10位ISBN编号：0750683864

出版时间：2007年04月

出版时间：Butterworth-Heinemann Ltd

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内容概要

"It is clearly and powerfully written and is probably the best book on the theory and practice of marketing planning ever written." Warren J. Keegan, Professor of International Business and Marketing Director, Institute for Global Business Strategy, Pace University, New York

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