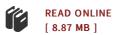




Marketing. Principles and Practice

By Halborg Adcock

Prentice Hall, 2001. Softcover. Book Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Building on the enormous success of previous editions, this best-selling text has been updated and revised, and continues to provide an up-to-date and student-friendly introduction to marketing. Marketing principles are explained in the context of organisations, business management practice and the changing business environment. Examples and short case studies are used to bring the subject to life, emphasising the practical aspects of the subject as well as the concepts. 534 pp. Englisch.



Reviews

Extremely helpful for all group of men and women. it absolutely was writtern extremely perfectly and valuable. Your way of life span will be transform when you complete looking at this ebook.

-- Prof. Trever Torphy

Extensive information! Its this type of excellent study. I have read and i am sure that i will gonna go through yet again once more down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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