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MARKETING UND MARKTFORSCHUNG



GmbH Kohlhammer W., 2010. Taschenbuch. Condition: Neu. Gebraucht - Wie neu Ungelesenes, vollständiges Exemplar in sehr gutem Zustand als Remittende (Mängelexemplar) gekennzeichnet. - Not only is marketing a central aspect of enterprises, but a fundamental principle of entrepreneurship in dynamic markets. This means that nearly all members of an enterprise have to deal with marketing. Additionally marketing is inseparably linked to information supply, which has to be made available through market research. This textbook provides the essential knowledge on the...

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- Authored by Stefan Lubritz
- Released at 2010



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Reviews

Basically no phrases to clarify. It really is rally fascinating through reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Anabel Zemlak**

Unquestionably, this is actually the very best job by any publisher. It really is basic but unexpected situations within the 50 % from the book. I discovered this book from my dad and i advised this publication to discover.

-- **Dr. Willis Walter**

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