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### 9780273718567: Marketing Management: First European ...

Marketing Management:First European Edition,Philip Kotler,9780273718567,Marketing,Principles of Marketing,Pearson,978-0-2737-1856-7 (131)

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### Marketing Management: First European Edition

Marketing Management: First European Edition (Hardcover) Published March 1st 2009 by Pearson Prentice Hall Hardcover, 889 pages Author(s): Philip Kotler (Contributor), Kevin Lane Keller, Malcolm Goodman, Torben Hansen. ISBN: 0273718568 (ISBN13 ...

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ISBN: 9780273718567 0273718568; OCLC Number: 442236372; Notes: Slovarček. Description: XXXVIII, 889 str. ; ilustr. ; 29 cm: Contents: PART 1 UNDERSTANDING MARKETING MANAGEMENTChapter 1 Defining Marketing : The European Context Chapter 2 Understanding Marketing Management Chapter 3 Developing Marketing Strategies and Plans Chapter 4 Managing Digital Technology in Marketing PART 2 CAPTURING ...

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