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# Framework For Marketing Management 5th Edition

**Philip Kotler, Kevin Lane Keller**



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Sound basic advice excellent general tips on how to find answers in order to protect oneself in this often risky field Booklist  
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broad range of marketing problems This work asks students to analyze a firm s situation and develop solutions for the problems opportunities and threats confronting marketing decision makers **Journal of the Market Research Society** Market Research Society,1988 **Annual Editions** John Richardson,1991-12 Recording for the Blind & Dyslexic, ... Catalog of Books ,1996 **Event Management** ,2006

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