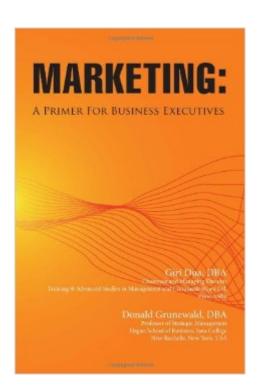
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Marketing: A Primer For Business Executives





Synopsis

This book is designed as a short primer for the executive who wishes to learn some- thing about marketing to be able to succeed in his or her organization. This book contains twelve chapters to help the executive succeed better by understanding the main concepts of marketing.

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