

# Marketing Made Simple - , Geoff Lancaster

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Marketing Made Simple is an introductory text offering an overview of all basic marketing concepts and techniques. The book covers the latest developments in marketing thinking and practice, including hot topics such as Customer Relationship Management (CRM) and business-to-business marketing. Packed with examples and vignettes, it offers a clear-sighted starting point of value to students, practitioners and those wishing to gain a better insight into the subject of marketing. Author: Reynolds, Paul Author: Lancaster, Geoff Publisher: Routledge Illustration: N Language: ENG Title: Marketing Made Simple Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-04-23 SKU-13/ISBN: 9780750647717 Category: Business & Economics : General

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