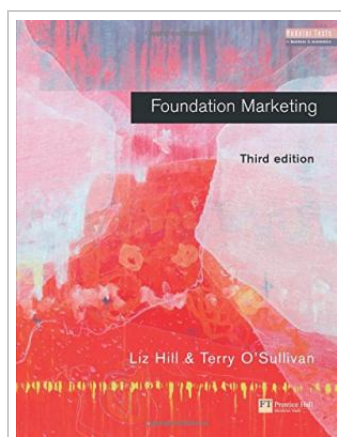




Foundation Marketing

By Terry O'Sullivan Liz Hill

Financial Times Prentice Hall, 2003. Softcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - The Chartered Institute of Marketing foundation certificate in marketing, core text; foundation courses; 1st year undergraduate programmes; BTEC HND/C. The chartered Institute of Marketing and Cambridge International Examinations have adopted this book as the key text for the new Foundation Certificate in Marketing. In this edition there is greater attention given to the specific elements of marketing covered on the CIM/CIE syllabus, and the influence of ICT on marketing principles and practice is emphasized. 465 pp. Englisch.

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