



Understanding Marketing [Lehrbuch] by Davies, Mark

By Mark; Davies

Financial Times Prentice Hall, 1997. Lehrbuch. Condition: Neu. Gebraucht - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - A user friendly approach to marketing for readers with little or no prior knowledge of the subject. The text provides a clear introduction to marketing. The personal feedback approach allows students to reinforce their learning and to build their confidence and ability in the subject. 304 pp. Englisch.



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