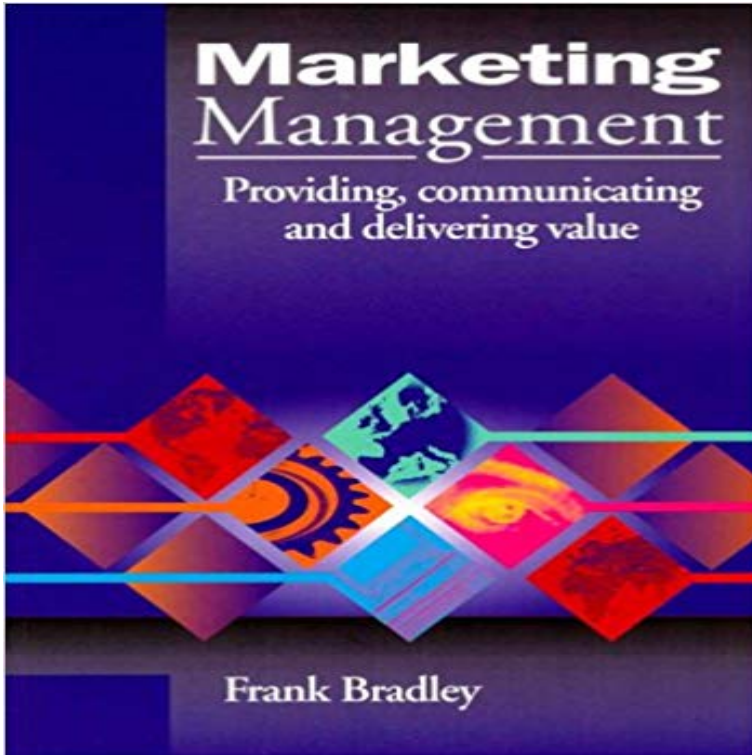


Marketing Management: Providing, Communicating and Delivering Value



A mainstream marketing management volume based on the premise that marketing is an universal management function with strong strategic elements which are operationalized in different ways in different parts of the world.

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