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Título: Global Marketing Management

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Precio: \$600.00

Editorial:

Año: 2008

Tema:

Edición: 4ª

Sinopsis

ISBN: 9780471755272

Global Marketing Management prepares the reader to become an effective manager, overseeing global marketing activities in an increasingly competitive environment. The approach presents marketing with an interdisciplinary, cross-functional perspective, where the marketer has a sound understanding of how the various functional areas interface with marketing.