

Librería
Bonilla y Asociados
desde 1950



Título: Analysis For Marketing Planning

Autor: Lehmann

Precio: \$363.00

Editorial:

Año: 2007

Tema:

Edición: 8ª

Sinopsis

ISBN: 9780071263634

Organizational Behavior, Eighth Edition, continues in its tradition of being an up-to-date, relevant and user-driven textbook. Kreitner and Kinicki's approach to organizational behavior is based on the authors' belief that reading a comprehensive textbook is hard work, but that the process should be interesting and sometimes fun. Thus, they consistently attempt to find a way to make complex ideas understandable through clear and concise explanations, contemporary examples, a visually appealing photo/art program, and/or learning exercises