

Librería
Bonilla y Asociados
desde 1950



Título: Essentials Of Marketing

Autor: Perreault

Precio: \$340.00

Editorial:

Año: 2000

Tema:

Edición: 1^a

Sinopsis

ISBN: 0071169768

THIS BOOK IS ABOUT MARKETING STRATEGY PLANNING. IN CREATING THIS EDITION WE'VE MADE HUNDREDS OF BIG AND SMALL ADDITIONS, CHANGES, AND IMPROVEMENTS.