

Librería
Bonilla y Asociados
desde 1950



Título: Marketing

Autor: Etzel / Walker / Stanton

Editorial:

Tema:

Sinopsis

As we began planning this, the 14th edition of marketing, we asked ourselves: How can a textbook best meet the needs of its market?

Precio: \$419.00

Año: 2005

Edición: 14^a

ISBN: 0071108351