

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Strategy And Tactics Of Pricing, The. A Guide To Growing More Profitably

**Autor:** Nagle / Hogan

**Precio:** \$374.00

**Editorial:**

**Año:** 2006

**Tema:**

**Edición:** 4ª

**Sinopsis**

**ISBN:** 9780131856776

For Pricing Strategy or Pricing and Product Policy courses in MBA and/or advanced undergraduate marketing courses.