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**Título:** Find It. Book It. Grow It: A Robust Process For Account Acquisition In Electroni

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**Precio:** \$1050.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9781593701116

In this new Book Susan E. Mucha explores in great detail the entire account acquisition process of companies in the electronics manufacturing service (EMS) industry.