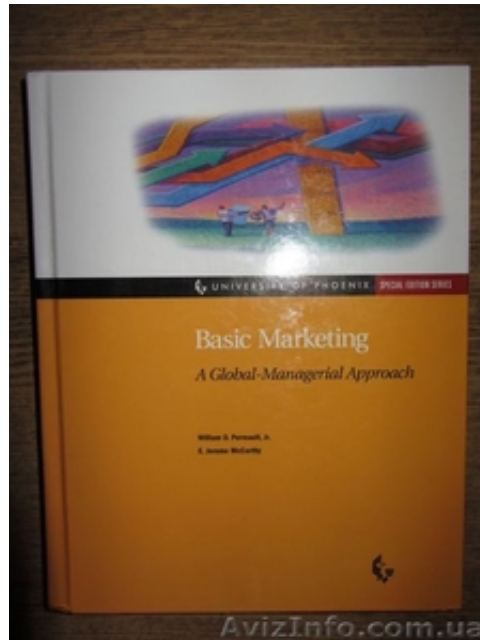


Basic Marketing : A Global-Managerial Approach \ Основы маркетинга

Харків, Україна

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This book is about marketing and marketing strategy planning. And, at its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers.

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