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9780078028984: BASIC MARKETING: A Marketing Strategy

After the successful "Basic Marketing", McCarthy contributed to another academic book, Essentials of Marketing. To me, the best benefit from this book was understanding the concept of market segmentation and marketing orientation.

Essentials of Marketing: A Marketing Strategy Planning

Basic Marketing has 45 ratings and 0 reviews. This book offers a thorough integration of the latest marketing themes, topics and examples blended with th...

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