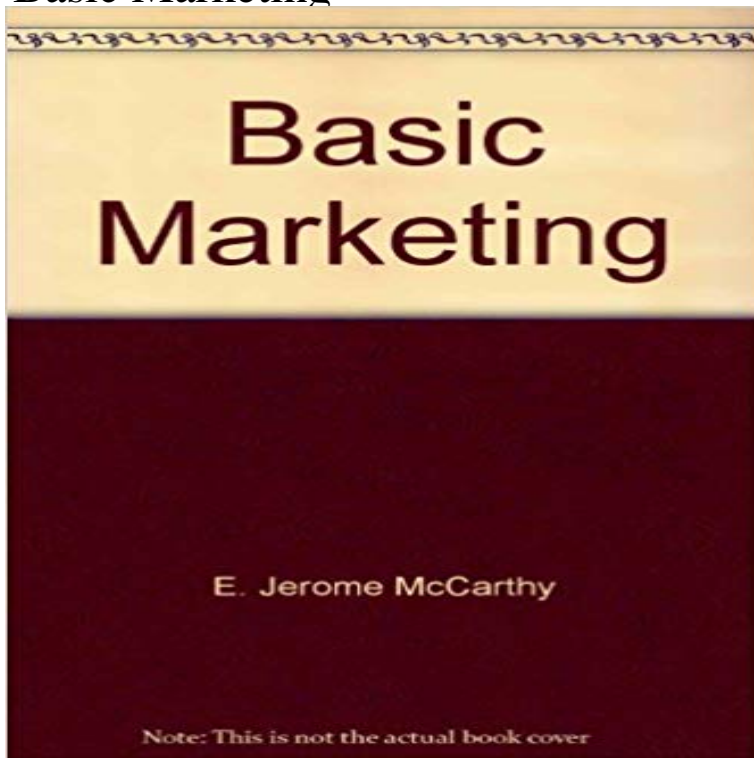


Basic Marketing



This book offers a managerial approach to basic marketing.

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business or a veteran, it is wise to understand the basics of marketing. Without a marketing plan, youre going to