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STRATEGIC MARKETING



Theory and Application for Competitive Advantage

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Abe Strategic Marketing Manual

Brendan G. Carr



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Management Christopher A. Bartlett,Sumantra Ghoshal,Julian M. Birkinshaw,2004 Publisher Description **Innovation through Knowledge Transfer 2012** Robert J. Howlett,Bogdan Gabrys,Katarzyna Musial-Gabrys,Jim Roach,2012-12-04
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