## Librería

## Bonilla y Asociados

desde 1950





Título:

**Autor:** Precio: \$1920.00

Editorial: Año: 2006

Tema: Edición: 11<sup>a</sup>

**Sinopsis ISBN:** 0131469185

Thoroughly updated and streamlined, Principles of Marketing tells the stories that reveal the drama of modern marketing, reflecting the major trends and forces that are impacting this dynamic and ever-changing field. Topics include: the marketing environment, managing information, consumer & business buyer behavior, segmentation, targeting, and positioning, branding strategies, distribution channels, advertising and sales promotion, direct marketing, and the global marketplace.

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