

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



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**Autor:**

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**Sinopsis**

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This new edition offers students a solid foundation in sales promotion basics by explaining 10 basic techniques.

\* Gets students involved by having them create hypothetical promotions based on models of success. \* Provides real-life examples to stimulate classroom discussion as students examine and debate real cases. \* Discusses the newest innovations in the field.