

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$524.00

Editorial:

Año: 2005

Tema:

Edición: 4ª

Sinopsis

ISBN: 9780131469198

"The main strength [of Global Marketing] is the ability of the authors to link examples to the basic theoretical concepts that has been previously discussed or that assumed to be known from previous principles class." - University of Central Florida reviewer

"Strengths of [Global Marketing] include clarity in writing, good organization, strong examples/illustrations, and an industry, or as my students say-"real world," perspective." - Samford University reviewer

"I found the explanation of documentary credit to be excellent. This is a concept that students often misunderstand in other textbooks." - Samford University reviewer