

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$771.00

Editorial:

Año: 2005

Tema:

Edición: 4ª

Sinopsis

ISBN: 9781405873086

Relied upon by undergraduates and CIM students, this is an essential text just got even better in the new enhanced media edition. This includes a new chapter on e-communications, interviews with Chris Fill to introduce each part of the book, further video interviews with real marketing managers who show how the theory works in the real world.