

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$3488.00

Editorial:

Año: 2011

Tema:

Edición: 14^a

Sinopsis

ISBN: 9780132102926

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice.

The world of marketing is changing everyday-and in order for students to have a competitive edge, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.