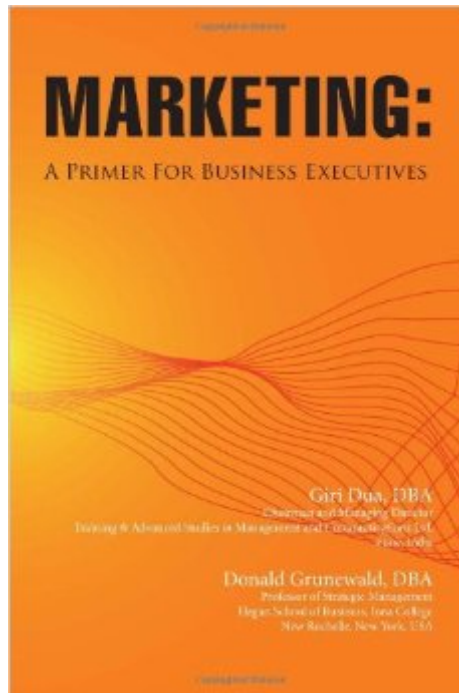


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# Marketing: A Primer For Business Executives



## Synopsis

This book is designed as a short primer for the executive who wishes to learn something about marketing to be able to succeed in his or her organization. This book contains twelve chapters to help the executive succeed better by understanding the main concepts of marketing.

## Book Information

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