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DEVELOP YOUR MARKETING SKILLS (PAPERBACK)



Kogan Page Ltd, United Kingdom, 2010. Paperback. Book Condition: New. Revised. 214 x 136 mm. Language: English . Brand New Book. Develop Your Marketing Skills is a user-friendly guide appropriate for business people for whom implementation is the key issue. It outlines the key concepts and principles which govern the subject of marketing, such as product management, market research, communications, market coverage, creating a marketing plan and pricing perspectives. It also gives key insights into how theories and tools work...

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- Authored by Neil Richardson, Ruth M. Gosnay
- Released at 2010



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