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In addition to The Marketing Plan Handbook, she is the author of Essential Guide to Marketing Planning and Marketing Planning: Principles into Practice, both geared to the European market. Wood holds an MBA in marketing from Long Island University in New York and a BA from the City University of New York. http://ebookslibrary.club/download/Amazon-com--Marketing-Plan-Handbook-eBook--Marian-Burk--.pdf

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