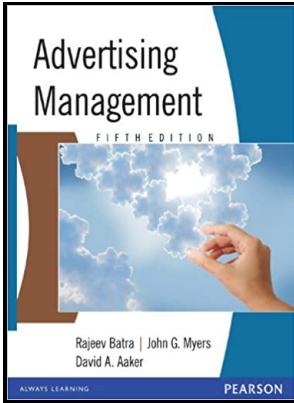


Advertising management - text and cases

R.D. Irwin - Strategic Management: Text and Cases



Description: -

-
Natural resources -- Alaska
Natural resources -- West (U.S.)
Forest reserves
Natural resources -- Law and legislation
Reclamation Act (1902)
Reclamation of land
United States. Forest Service
Ballinger, Richard Achilles, 1858-1922
Pinchot, Gifford, 1865-1946
Taft, William H. 1857-1930
Roosevelt, Theodore, 1858-1919
Advertising
Advertising management - text and cases
-Advertising management - text and cases
Notes: A revision of advertising, text and cases, published in 1950.
This edition was published in 1959



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Consistency rating: 5 Yes, the text is consistent throughout.

Principles of Management

The placement of the history chapter is not a real concern, but it just made me pause and wonder why it was placed where it was.

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