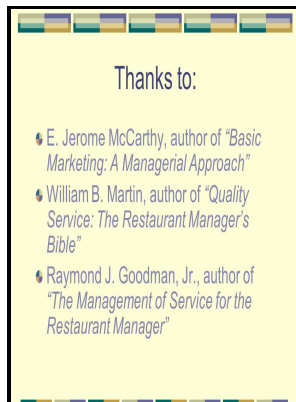


# Basic marketing - a managerial approach

R. D. Irwin - basic marketing a managerial approach by e jerome mccarthy



Description: -

-

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Marketing -- Management Basic marketing - a managerial approach

-Basic marketing - a managerial approach

Notes: Bibliographical footnotes.

This edition was published in 1975



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