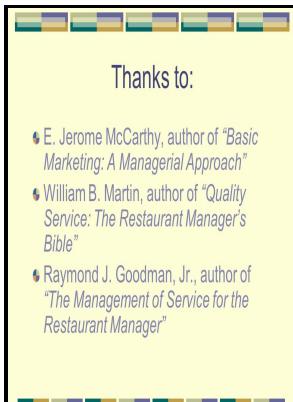


Basic marketing - a managerial approach

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



Thanks to:

- E. Jerome McCarthy, author of "Basic Marketing: A Managerial Approach"
- William B. Martin, author of "Quality Service: The Restaurant Manager's Bible"
- Raymond J. Goodman, Jr., author of "The Management of Service for the Restaurant Manager"

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- Basic marketing - a managerial approach
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- Notes: Bibliographical footnotes.
- This edition was published in 1975



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