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Author Walker, Orville C Subjects Marketing - Management.; Marketing - Decision making.; Australian Audience Specialized Summary "An Australian adaptation of the successful US text, this book is a concise and flexible text that can be used in conjunction with case studies or supplementary readings in project based marketing strategy courses" --distributor.

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Marketing John Mullins is Associate Professor of Management Practice in Marketing and Entrepreneurship at London Business School. He earned his MBA at the Stanford Graduate School of Business and, considerably later in life, his PhD in marketing from the University of Minnesota.

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