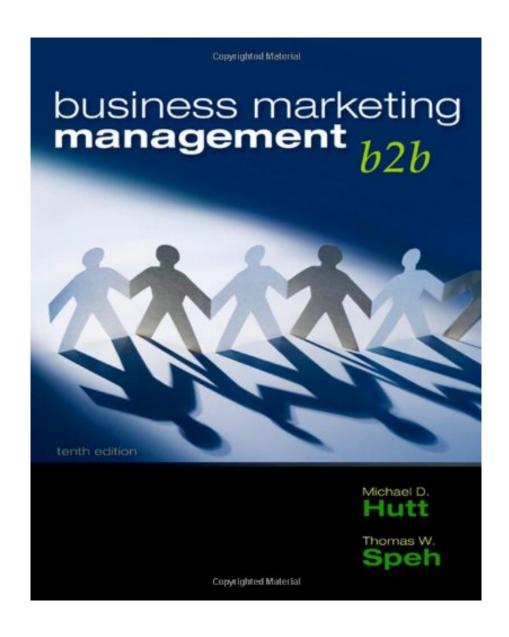


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"The writing is clear and accessible for the targeted audience (not too complex and detailed yet provides appropriate substance), and the cases are timely and diverse.â€

" I find that each (chapter) topic is more than adequately represented in the end of chapter materials. I have various items that I can use to teach this course and for this I am extremely grateful." "Probably the biggest strength of this book is that it has no obvious 'holes'. I have been teaching business marketing for twenty years and I don find any major area that is not at least mentioned in this text."

### About the Author

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Business Marketing is typically taught in four-year schools at both the undergraduate and graduate level. The course details the key differences between consumer goods and business-to-business marketing and most often includes case coverage. This course is typically found in the marketing department.

Sales Rank: #905843 in BooksPublished on: 2009-02-13Original language: English

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• Dimensions: 1.20" h x 8.00" w x 10.00" l, 3.00 pounds

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