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David Jobber (Author of Principles and Practice of Marketing)

Principles & Practice of Marketing. Jim Blythe. Cengage Learning EMEA, 2006 - Industrial marketing - 744 pages. 2 Reviews. The intention of this book is to explain the received wisdom about marketing, and provide the counter-arguments which moderate the debate. It examines what marketing does, and seeks to strike a balance between academic ...

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David Jobber is the author of Principles and Practice of Marketing (4.13 avg rating, 206 ratings, 8 reviews, published 1995), Selling and Sales Managemen...

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