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By Jenny Darroch

Palgrave MacMillan, United Kingdom, 2014. Paperback. Condition: New. 1st ed. 2010. Language: English . Brand New Book ***** Print on Demand *****.Marketing Through Turbulent Times offers a range of tools, principles and approaches for decision makers who want to lead their organization toward a robust future by ensuring that their marketing strategies are not only relevant for today s difficult environment but will also lay the foundation for innovative growth opportunities.



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