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Marketing Management 13th
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Kotler Keller Marketing Management 13th

So why did Marketing Management make such a splash? Kotler's big idea in 1967 was that ... Kotler has added a co-author (Tuck Professor Kevin Lane Keller) and the two plan to publish the book's 13th ...

Philip Kotler's classic marketing text celebrates 40 years

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rigorous examination of the key analytical frameworks, technical tools, and ...

Principles of Marketing

A New Tourism Product Design in China
Travel pattern is changing to seek authenticity, and the emerging of sharing economy provides a significant opportunity for meeting the demand for an authentic ...

Interests-Based Local Experience Tourism: A New Tourism Product Design in China ()

This course is available on the CEMS Exchange, MBA Exchange, MSc in Management and Strategy ... and concepts that are essential in building an effective marketing strategy. Participants are introduced ...

International Marketing: A Strategic Approach

Professor Emeritus of Management and Strategy ... Kellstadt Professor of

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Marketing and the director of the Center for Cultural Marketing, has published Kellogg on Advertising and Media. Professor ...

Kellogg Faculty Research and Honors

In selecting measures for the NETT, it was decided to rely on questionnaires that could be self-administered by patients in a relatively short period of time. This was done for the following ...

Measurement of Health-Related Quality of Life in the National Emphysema Treatment Trial

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Principles of Marketing

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