



Studyguide for Marketing Channels: A Management View by Rosenbloom, ISBN 9780324186932 (Cram101 Textbook Outlines)

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Aipi, 2006. Taschenbuch. Condition: Neu. Neu Neuware, Importqualität, , Sofortversand - Marketing Channels: A Management View, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, and technological changes that have taken place within the industry. 284 pp. Englisch.

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