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Solomon, Marshall & Stuart, Marketing: Real People, Real ...

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Business plan: includes the decisions that guide the entire organisation or its business units Marketing plan: document that describes the marketing environment, outlines the marketing objectives and strategies and identifies how the strategies imbedded in the plan will be implemented and controlled.

Summary Marketing: Real People Real Choices, Michael R ...

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Solomon, Marketing: Real People, Real decisions, European ...

Marketing: Real People, Real Decisions Solomon, Michael R. and Marshall, Greg W and Stuart, Elnora W. and Barnes, Bradley and Mitchell, Vincent-Wayne Published by Financial Times/ Prentice Hall (2009)

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Marketing: Real People, Real Decisions, Third Canadian Edition (3rd Edition) Hardcover -- April 7 2008 by Michael R. Solomon (Author), Greg W. Marshall (Author), Elnora W. Stuart (Author), 4.0 out of 5 stars 1 rating See all formats and editions

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