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Descriere: Consumer Behaviour, 1 buc Marketing Research : Applied Insight, 6th Edition, 1 buc Qualitative Marketing Research : Understanding Consumer Behaviour, 1 buc Contemporary Issues in Branding, 1 buc Business to Business Marketing : Relationships, networks and strategies, 1 buc Marketing, 1 buc Marketing Communications, 1 buc Absolute Essentials of Business Ethics, 1 buc Marketing Strategy In The Digital Age: Applying Kotler's Strategies To Digital Marketing, 1 buc Marketing Strategy for the Creative and Cultural Industries, 1 buc Brand Portfolio Strategy : Creating Relevance, Differentiation, Energy, Leverage, and Clarity, 1 buc The Psychology of Advertising, 1 buc Planning and Managing Public Relations Campaigns : A Strategic Approach, 1 buc Marketing 3.0 : From Products to Customers to the Human Spirit, 1 buc International Marketing : Strategy development and implementation, 1 buc Strategy and Business Process Management : Techniques for Improving Execution, Adaptability, and Consistency, 1 buc The New Rules of Marketing and PR : How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly, 1 buc
