



The 30 Day MBA in Marketing: Your Fast Track Guide to Business Success

By Colin Barrow

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The 30 Day MBA in Marketing gives the reader guidance on many important topics: buyer behavior, marketing strategy, products and services, advertising and promotion, distribution, pricing, managing the marketing organization, and preparing a marketing plan. There are also appendices of marketing information resources and a personal development plan. Each chapter has real-life case examples and an illustration of how marketing concepts apply to business decision-making. The author provides detailed information on how to find and analyze market data on any business or market. There are self-assessment tests at the end of each section plus a final exam paper, allowing the reader to receive a grade and "graduate."

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- Sales Rank: #985743 in Books
- Brand: Brand: Kogan Page
- Published on: 2011-09-15
- Original language: English
- Number of items: 1
- Dimensions: .36" h x .55" w x 6.14" l, .87 pounds
- Binding: Paperback
- 256 pages

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