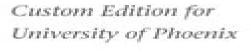
# Marketing Management, Millenium Edition

Philip Kotler



## <u>Marketing Management Millenium Edition Perspectiva</u> <u>Int</u>

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und praktiken ganz neue Methoden und Ideen entwickelt haben die neu definiert werden m ssen und die jeder moderne Marketingfachmann kennen und verstehen muss Das Buch vermittelt Betrachtungen Einblicke und Erkenntnisse aus Kotlers 40 j hriger Karriere als Marketing Autorit t sowie Prognosen ber die Zukunft des Marketing Denn in Zukunft werden sich nur die Unternehmen als aussergew hnlich erfolgreich erweisen die sich nicht nur auf ihre Marketingabteilungen verlassen um auf die W nsche ihrer Kunden einzugehen sondern auf jeden einzelnen im Unternehmen vom Spitzenmanager bis hin zum einfachen Mitarbeiter Marketing A to Z ist ein Muss f r alle die auch nur entfernt mit Marketing zu tun haben

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