



The Business and Marketing Environment

By Adrian Palmer, Ian Worthington, Bob Hartley, Mary Mullholland

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This text includes the management of information by discussing key indicators of the marketing environment, environmental scanning, marketing information systems and the management of customer, supplier and distributor information.

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The Business and Marketing Environment By Adrian Palmer, Ian Worthington, Bob Hartley, Mary Mullholland Bibliography

- Sales Rank: #15292662 in Books
- Published on: 1999-04
- Original language: English
- Number of items: 1
- Binding: Paperback
- 340 pages

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