SHAKESPEARE, EINSTEIN, AND THE BOTTOM LINE, David L. KIRP, 2003, Business & Economics, 328 pages. How can you turn an English department into a revenue center? How do you grade students if they are "customers" you must please? How do you keep industry from dictating a.

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Ten Deadly Marketing Sins: Signs And Solutions, Cotler, Feb 14, 2007, , 164 pages. In this clear and comprehensive guide, renowned marketing expert Philip Kotler identifies the ten most common -- and most damaging -- mistakes marketers make, and how you can.


Marketing, David Mercer, Feb 5, 1996, Business & Economics, 576 pages. Since it was published, Marketing has established itself as a first choice text for marketing undergraduates, MBA students and those taking professional examinations. Marketing.

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Marketing essentials, Philip Kotler, 1984, Business & Economics, 556 pages. .


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According to Kotler The World's Foremost Authority on Marketing Answers Your Questions, Philip Kotler, 2005, Business & Economics, 168 pages. According to Kotler distills the essence of marketing guru Philip Kotler's wisdom and years of experience into question and answer format. Based on the thousands of questions.

Marketing Essential Principles, New Realities, Peter Leadley, Patrick Forsyth, 2004, Business & Economics, 540 pages. Marketing: Essential principles, new realities has been researched, developed and written primarily with the undergraduate and diploma-level student in mind. This student.


Celebrating a Birthday, Mary Auld, Jan 1, 2011, Juvenile Nonfiction, 24 pages. Very low level non-fiction reader. Labelled photos, WHAT, WHEN WHERE, WHY format. Strong multicultural format, glossary
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UML distilled applying the standard object modeling language, Martin Fowler, Kendall Scott, 1997, Computers, 179 pages. This second edition provides updates to the UML and is the best resource for quick, no-nonsense explanations of using UML. The major strength is its short, concise presentation.

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