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Title [FH3X] [(Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability)] [Author: Jagmohan Raju] [Apr-2010] by Jagmohan Raju #D9IY684PSC2 #Free Read Online

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IB 325 MARKETING MANAGEMENT IES Abroad Barcelona DESCRIPTION: The marketing function is an essential part of almost every large business enterprise To be effective, senior business managers and leaders must understand how marketing activities are connected to overall organizational performance, and any