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Judul:

Readings in marketing strategies and programs / Joseph P. Gultinan, Gordon W. Paul

Pengarang/Penulis:

Gultinan, Joseph P.

Subjek:

Marketing management--Adresses, essays, lectures

Nomor Panggil:

[658.8 GUI m (1), 658.8 GUI m (2)]

Penerbitan:

McGraw-Hill

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