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Portuguese, and the catalog includes books in all languages. There's a heavy bias towards English-language works and translations, but the same is true of all the ebook download sites we've looked at here.

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Marketing: An Introduction, by Gary Armstrong and Philip Kotler, Prentice Hall ... Reber, Pearson Education Limited, 11th Edition, July 2014, 624 pages. Public Relations Writing: The Essentials ...

Public Relations Books

This course is compulsory on the Global MSc in Management ... practice the use of marketing theory, a skill that will be very useful for the exam. Philip Kotler and Gary Armstrong (2017), Principles ...

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A second edition ... contemporary marketing issues provides the book its modern-day relevance, thanks to a hearty mix of cutting-edge academic research and real-world examples. It features more than ...

Reading for the Road

This chapter provides a basic introduction to marketing. It highlights key marketing concepts, which will be expanded upon in the rest of the text. After reading this chapter, you will understand: The ...

Chapter 1: Introduction to Marketing

Now, let's go back to marketing basics. The good old Philip Kotler who every marketing novice has had to suffer through in college said that marketing consists of a "Mix" of "4 Ps". Namely: price, ...

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Don't blame marketing for product failures

In the book "Marketing Management," Philip Kotler writes that "product adaption involves altering the product to meet local conditions or preferences." Such adaption can affect food, retail ...

How Does Altering a Product Differ From Advertising It?

Sometimes, an instructor will submit a textbook adoption, and the bookstore will notify him/her that the book is no longer available or that an earlier edition is preferable ... Ethics and Management ...

Textbook Adoptions

Brady, Tim Davies, Andrew and Gann, David M 2005. Creating value by delivering integrated solutions. International Journal of Project Management, Vol. 23, Issue. 5, p ...

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The Business of Projects

Powered by the increasing consolidation of tobacco marketing, the next several decades saw a proliferation ... secure packaging, etc. 11. Given that nicotine is an addictive drug, with the dependence ...

The Emergence of E-Cigarettes: A Triumph of Wishful Thinking over Science

Huang earned a PhD in management from the University of California, Irvine; an MBA from INSEAD; and an MS and BSE in electrical engineering, both from Duke University. Steven Kotler is a New York ...

Escape & Ascent Digital Dealmaking Conference

“We believe that working with Oak Street will allow us to be a more attractive acquirer and add additional flexibility as we structure acquisitions,” said Arje Kotler, President and Chief

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Executive ...

ARKO Corp.'s subsidiary GPM Investments, LLC Received a \$1 Billion Real Property Commitment from Oak Street Real Estate Capital, LLC

Haim Elmoznino, 55 Chairman T.A.M. - Marine Works Ltd., Alon Natural Gas Exploration Ltd. Shlomi Kelsi, 48 Director Alon Natural Gas Exploration Ltd., Alon Israel Oil ...

Alon Gas Energy Development Ltd.

Izzy Sheratzky President & Director Ituran Location & Control Ltd., Telematics Wireless Ltd., Moked (1973) Investigations Co. Ltd., Moked Services Information & Investments Ltd., Moked Ituran Ltd ...

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