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Direct Marketing in Action Cutting-edge Strategies for Finding and Keeping the Best Customers, Andrew R. Thomas, 2007, Business & Economics, 218 pages. In many ways, mass marketing--broadcasting one's message to a large and anonymous population of potential customers--no longer works. In a marketplace increasingly defined by.

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Relationship Marketing and Customer Relationship Management , Annekke Brink, Adele Berndt, Sep 1, 2009, Business & Economics, 216 pages. Presenting a dramatic shift in the way marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent.

Framework for Marketing Management , Kotler, Sep 1, 2007, , 384 pages. .

Marketing Strategy , O. C. Ferrell, Michael Hartline, Feb 2, 2007, Business & Economics, 744 pages. Thoroughly revised and updated, MARKETING STRATEGY, 4e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage.

Introduction to Marketing Concepts , Graeme Drummond, John Ensor, Aug 11, 2006, Business & Economics, 352 pages. Written in a user-friendly way to ensure the information is accessible, Introduction to Marketing Concepts is ideally suited to students that are faced with time-pressures yet.

Customer Loyalty: Cost vs. Benefits - A Quantitative Approach , Richard Malekian, , , . .

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International Marketing A Global Perspective, Hans MFjhlbacher, Lee Dahringer, Helmuth Leihs, 1999, Business & Economics, 983 pages. In the age of globalism, international marketers need to adopt a global perspective if they are to compete successfully. International Marketing: A Global Perspective starts.

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Practices for Policy Design and Implementation, OECD, Oct 23, 2007, , 82 pages. Defines the operational characteristics of targeted policies and illustrates best practice with concrete examples..

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Encyclopedia of Ukraine, Volume 5 , Volodymyr KubiDovych, Danylo Husar Struk, 1993, History, 886 pages
Jacob's Ladder , Bruce Joel Rubin, 1990, Music, 209 pages. Press kit includes: 1 booklet containing cast and credits listing and production information; biographies for: Adrian Lyne, Alan Marshall, Tim Robbins, Bruce Foel Rubin

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Sudden Money Managing a Financial Windfall, Susan Bradley, Mary Martin, Apr 20, 2000, Business & Economics, 316 pages. This informative and helpful manual outlines a complete program for successfully managing money from an unexpected windfall
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Intermediate Algebra , Langer, 1995, , 865 pages Wellington Press, The 2008 The U.S. overseas: Puerto Rico, territories , Time-Life Books, 1969, Travel, 192 pages "The Epidemic"" tells how a vain and reckless businessman became responsible for a typhoid epidemic in 1903 that devastated Cornell University and the surrounding town of.

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The Art of Being In-between Native Intermediaries, Indian Identity, and Local Rule in Colonial Oaxaca, Yanna Yannakakis, Jun 25, 2008, History, 290 pages. Focusing on Villa Alta, Oaxaca, a rugged, mountainous, and remote region of New Spain, this rich social and cultural history tells the story of the dynamic period prior to andScience Education , , Jan 1, 1986, Reference, 103 pages
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The Ultra High Net Worth Banker's Handbook , Heinrich Weber, Stephan Meier, 2009, Business & Economics, 269 pages. This work explains what constitutes an ultra high net worth individual and how to provide financial services to these wealthy individuals

Conditioning and Learning , Ernest Ropiequet Hilgard, Donald George Marquis, 1940, Conditioned response, 429 pages

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