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Marketing Principles and Process - Jones & Bartlett Learning

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social Marketing For Public Health - Jones & Bartlett

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Philip Kotler - Wikipedia, la enciclopedia libre

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Marketing research - Wikipedia

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13 evolving discipline. McDaniel (1979:3) refers to the broad definition of marketing formulated by Philip Kotler, who claims that the essence of marketing is the ...

CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL

Marketing (někdy psáno také marketink; z angl. market "trh" a koncovky -ing, vyjadřující -cizpravidla děj nebo akci) je proces zaměřený na ...

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