

Effective Selling Through Psychology Dimensional Sales Management Strategies

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a total of 192 multi item scales each presented in a consistent format on topics such as individual behaviour consumer psychology values and attitudes are provided in this 2nd edition a comprehensive index is included

marketing management a strategic decision making approach 6th edition concentrates on strategic decision making this approach sets mullins apart from other texts which place greater emphasis on description of marketing phenomena rather than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day the author team s rich

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