

## MARKETING INSIGHTS FROM A TO Z : 80 Concepts Every Manager Needs To Know

From advertising to zest topics are organize4d alphabetically ton alloe reader Ease to acces to advice. Relavant and straightforward, this book is Comprehensive enough for managers who want a complete primer on marketing but also a cutting edge resuorce forn seasoned marketers who need to keep with the last thinking.

Marketing insights from A to Z let you keep up with the Times by highlighting the rapi changes happening in the field, Bringin theb fresh out the look a familiar disipline and explaining fundamental ieas fast.

