

Market-Driven Management: How to Define, Develop, and Deliver Customer Value (Wiley Series on Marketing Management)

By Frederick E. Webster

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* In addition to bringing each chapter up-to-date, this new edition will add numerous current topics such as branding, marketing strategy implementation, sales force deployment, value delivery database marketing, CRM, the rise of both outsourcing and strategic alliances, the challenges of globalization and e-commerce, and the lessons learned from the dot-com debacle.

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