

Business Marketing Face to Face: The Theory and Practice of B2B

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BUSINESS MARKETING FACE TO FACE: THE THEORY AND PRACTICE OF B2B



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Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Business Marketing Face to Face: The Theory and Practice of B2B, Chris Fill, Scot McKee, Business Marketing is an academic textbook written from a marketing management perspective. It is about the marketing methods, issues and principles associated with the relationships and interactions between organisations.

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