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Management Skills in Marketing (3rd Revised edition)

By Stephen Morse

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Management Skills in Marketing (3rd Revised edition), Stephen Morse, A guide to management skills in marketing. Three primary sections guide readers through the management functions of marketing. The first section, on planning, covers input into the company plan, information collection and forecasting, and assessing the ingredients of the "marketing mix". The second part discusses organizing, including not only structures but also the practical skills of delegating, objective setting, working with groups and communications. The last section, on controlling, covers profit responsibilities, cash-flow analysis, and the effectiveness of marketing expenditures.



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