



# Marketing Strategy and Competitive Positioning (4th Edition)

By Graham Hooley, John Saunders, Nigel F. Piercy, Brigitte Nicoulaud

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- Sales Rank: #1717743 in Books
- Published on: 2008-02-07
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.23" w x 7.39" l, 2.65 pounds
- Binding: Paperback
- 636 pages

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