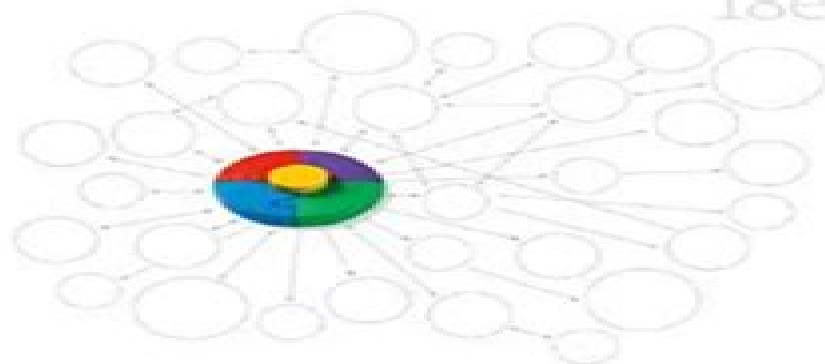


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# Basic Marketing

A Marketing Strategy Planning Approach

William D. Perreault, Jr. Joseph E. Cannon E. Jerome McCarthy

# Basic Marketing 18th Edition Perreault

**William D. Perreault, Joseph Cannon, E.  
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such as customer equity customer acquisition and retention costs and updated Internet exercises that are integrated throughout the text along with links to companies referenced in the book

**The Inside Story of Medicines** Gregory Higby, Elaine Condouris Stroud, 1997

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**The Emergence Of Global Halal Business 2nd Edition (UiTM Press)** Sharifah Zannierah Syed Marzuki, Wan Kalthom Yahya, 2020-11-25

Offers a new dimension to the halal industry as the chapters cover various aspects from marketing food tourism economics internal marketing corporate governance accounting hospitality to halal certification that deal with complying to the halal standard Interesting fact on Islamic dietary laws amalgamates the business practices in the hospitality sector with Muslim religious needs As such Islamic principles must be adhered at all times as far as halal business is concerned This book focuses Islamic interdisciplinary and will appeal to students academicians researchers and halal industry practitioners

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*Marketing Update, 1991/92* Robert F. Hoel, 1991

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