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Tourism Marketing for Small Businesses Steven Pike,2018-02-22 This unique text focuses on the application of global marketing principles specifically for small tourism businesses around the world and provides the building block for effective and practical marketing plans

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provides the reader with the foundations of marketing management while allowing room for the instructor to use outside readings Web research and other resources to build knowledge *Marketing Information* Hiram C. Barksdale, Jac L. Goldstucker, 1995 **JMR, Journal of Marketing Research**, 2005 Forthcoming Books Rose Arny, 2002 *American Book Publishing Record*, 2003 **Journal of Public Policy & Marketing : JPP&M**, 2007 *BASIC MARKETING RESEARCH* PEARSON NEW INTERNATIONAL EDITION, 2013 Marketing Research and Knowledge Development John G. Myers, William F. Massy, Stephen A. Greyser, 1980

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