



Ten Deadly Marketing Sins: Signs and Solutions

By Philip Kotler

Times Group Books, New Delhi, India, 2014. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. In this clear and comprehensive guide, renowned marketing expert Philip Kotler identifies the ten most common -- and most damaging -- mistakes marketers make, and how you can dodge them. Covering crucial ground such as brand-building, maximizing technology, and relationship management, this book is a must-have for marketers aiming to remain competitive in an increasingly challenging marketplace. Printed Pages: 164.



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