

The Missing Dimension in the Marketing Matrix



The Missing Dimension in the
Marketing Matrix
Marketing Audit, Branding, Positioning

LAMBERT



Book Review

Very useful to all category of individuals. It is one of the most amazing publication i have got read through. You will not feel monotony at anytime of your respective time (that's what catalogs are for about when you question me).

(Mr. Johnathon Dach)

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