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## MARKETING MKTG



Data status, 2013. paperback. Book Condition: New. Serbian language, latinica, 25 cm, Ekonomija i poslovanje danas, Marketing, Knjiga Marketing (MKTG) donosi najnovija teorijska saznanja iz oblasti marketinga, koja su predstavljena na zanimljiv i pristupacan nacin u kratkim, sveobuhvatnim poglavljima modernog dizajna. Materija je obradjena I sistematizovana u skladu sa potrebama I navikama danasnjih studenata, ali i interesovanjima profesionalaca koji zele da unaprede svoje znanje. Aktuelnim, relevantnim primerima iz prakse velikih, dobro poznatih kompanija, kao sto su United Colors of Bennetton,...

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