



Marketing Models

By Gary L. Lilien, Philip Kotler, K. Sridhar Moorthy

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This work is designed to develop the quantitative foundations for marketing decisions in terms of both theoretical models to help analyze marketing issues and also decision-support models. The focus is on substantive marketing decisions rather than on methodology.

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- Rank: #2014623 in Books
- Published on: 1991-12
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.50" w x 1.75" l,
- Binding: Hardcover
- 800 pages

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