



Sustainable Marketing

By Diane Martin, John Schouten

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To help readers make a lasting impression in their marketing efforts, Martin/Schouten provides the concepts behind valuable—and lucrative—sustainable marketing strategies.

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Sustainable Marketing By Diane Martin, John Schouten Bibliography

- Sales Rank: #842163 in Books
- Published on: 2011-02-14
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 10.71" h x .55" w x 8.43" l, 1.32 pounds
- Binding: Paperback
- 264 pages

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