

electronic commerce 11th edition pdf

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Essentials of Services Marketing, 3e, is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level. It delivers streamlined coverage of services marketing topics with an exciting global outlook with visual learning aids and clear language.

Essentials of Services Marketing, Global 3rd Edition - PDF

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Marketing Management by Philip Kotler (11Th Edition

Kenneth C. Laudon is a Professor of Information Systems at New York Universityâ€™s Stern School of Business. He holds a B.A. in Economics from Stanford and a Ph.D. from Columbia University. He has authored 12 books dealing with electronic commerce, information systems, organizations, and society.

Management Information Systems: Managing the Digital Firm

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AMC Hornet - Wikipedia

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