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For graduate and undergraduate courses in marketing management. A Succinct Guide to 21st Century Marketing Management . Framework for Marketing Management is a concise, streamlined version of Kotler and Keller's fifteenth edition of Marketing Management, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short ...

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Mar 19, 2021 · /PRNewswire/ -- The sports tourism market is expected to grow by USD 1,381.02 billion during 2020-2024, according to Technavio. The report offers a detailed

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