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Publicaciones en inglÃ©s. Kotler on Marketing: How to Create, Win and Dominate Markets. Free Press, 1999. Marketing Management: An Asian Perspective (con Swee Moon ...

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Marketing [1] ou mercadologia [2] [3] ou, mais raramente, mercÃ¢ncia, [4] Ã© a arte de explorar, criar e entregar valor para satisfazer as necessidades do mercado.

Marketing â€“ WikipÃ©dia, a enciclopÃ©dia livre

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