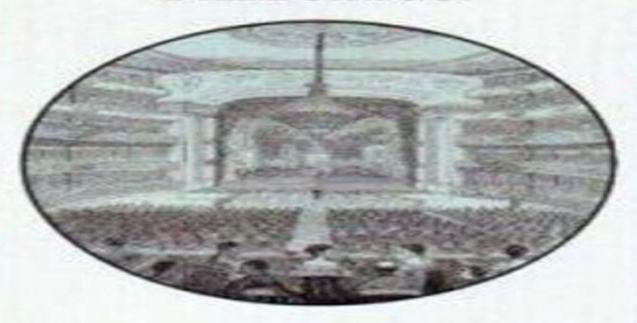
Further Revelations of an Opera Manager in 19th Century America



The Third Book of Memoirs by Max Maretzek

> Edited and Annotated by Roth Henderson

Revelations Of An Opera Manager

George Whitney Martin

Revelations Of An Opera Manager:

Revelations of an Opera Manager in 19th-century America Max Maretzek, 1855 Further Revelations of an Opera Manager in 19th Century America Max Maretzek, 2006 Published for the first time is the third book of memoirs of Max Maretzek 1821 1897 a Moravian conductor and composer of dramatic music who became a leading impresario of Italian opera in New York Following his immigration to the U S in 1848 Maretzek managed a series of New York based opera companies that performed in the city and on tour in the eastern United States Mexico City and Havana His lively memoirs recount his fortunes and trials in this competitive profession and those of the singers he hired Shrewd and enterprising with a knack for both acquiring talent and satisfying the appetites of his audiences Maretzek was instrumental in establishing Italian opera in New York prior to the formation of the Metropolitan Opera it was also his aim to make opera affordable to the working classes Maretzek's two earlier books of memoirs were published during his lifetime Crotchets and Quavers 1855 and its sequel Sharps and Flats 1890 This third book of memoirs discovered in an attic on Staten Island in 1981 is presented here in an annotated and illustrated edition Crotchets and Quavers, Or Max Maretzek, 1966 *Opera for the People* Katherine K. Preston, 2017-10-11 Opera for the People is an in depth examination of a forgotten chapter in American social and cultural history the love affair that middle class Americans had with continental opera translated into English in the 1870s 1880s and 1890s Author Katherine Preston reveals how contrary to the existing historiography on the American musical culture of this period English language opera not only flourished in the United States during this time but found its success significantly bolstered by the support of women impresarios prima donnas managers and philanthropists who provided financial backing to opera companies This rich and compelling study details the lives and professional activities of several important players in American postbellum opera including manager Effie Ober philanthropist Jeannette Thurber and performers artistic directors Caroline Richings Euphrosyne Parepa Rosa Clara Louise Kellogg and the people s prima donna Emma Abbott Drawing from an impressive range of primary sources including contemporaneous music and theater periodicals playbills memoirs librettos scores and reviews and commentary on the performances in digitized newspapers Preston tells the story of how these and other women influenced the activities of some of the more than one hundred opera companies touring the United States during the second half of the 19th century performing opera in English for a diverse range of audiences Countering a pervasive and misguided historical understanding of opera reception in the United States unduly influenced by modern attitudes about the genre as elite exclusive expensive and of interest only to a niche market Opera for the People demonstrates the important and hitherto unsuspected place of opera in the rich cornucopia of late century American musical theatre which would eventually lead to the emergence of American musical comedy Chapters of Opera Henry Edward Krehbiel, 1911 Harvard Magazine ,1856 **Louis Moreau Gottschalk** S. Frederick Starr, 2000 Innovating American composer virtuoso pianist and swashbuckling Romantic hero Louis Moreau Gottschalk

produced immensely popular works combining the French Hispanic and African influences of his native New Orleans Many of his syncopated compositions anticipated ragtime by half a century S Frederick Starr's biography originally published as Bamboula is the most extensive chronicle available of Gottschalk's eventful life Starr examines Gottshalk's music his frenetic life on the road his virtuosity as a performer his effect on his audiences and the scandals surrounding his romantic dalliances He also reveals a generous and compassionate man who sponsored a host of young musicians and provided financial support for his many siblings **Chapters of Opera** Henry Edward Krehbiel, 2025-08-18 Reproduction of the original The Antigonos publishing house specialises in the publication of reprints of historical books We make sure that these works are made available to the public in good condition in order to preserve their cultural heritage Crotchets and Ouavers Max **Crotchets and Quavers** Max Maretzek, 1855 **Opera** Guy A. Marco, 2002-05-03 Opera is the only guide to the research writings on all aspects of opera This second edition presents 2 833 titles over 2 000 more than the first edition of books parts of books articles and dissertations with full bibliographic descriptions and critical annotations Users will find the core literature on the operas of 320 individual composers and details of operatic life in 43 countries All relevant works through to November 1999 have been considered covering more than fifteen years of literature since the first edition <u>Verdi in America</u> George Whitney Martin, 2011 The operas of Giuseppe Verdi stand at the center of today s was published operatic repertoire and have done so for more than a century The story of how the reputation and wide appeal of these operas spread from Western Europe throughout the world has long needed to be told This latest book by noted Verdi authority George W Martin Verdi in America Oberto through Rigoletto specifically details the changing fortunes of Verdi s early operas in the theaters and concert halls of the United States Among the important works whose fates Martin traces are Nabucco Attila Ernani Macbeth in its original version Luisa Miller and one of Verdi s immortal masterpieces Rigoletto denounced in 1860 as the epitome of immorality Martin also explores the astonishing revival of many of these operas in the 1940s and onward including Macbeth in its revised version of 1865 and the first American productions sometimes in small opera houses outside the main circuit of some Verdi operas that had never previously managed to cross the Atlantic Extensive quotations from newspaper reviews testify to the eventual triumph of these remarkable works They also reveal the crucial shifts in tastes and expectations that have occurred from Verdi s day to our own Publisher description Music of the Gilded Age N. Lee Orr, 2007-05-30 America's Gilded Age was a time of great musical evolution As the country continued to develop a musical style apart from Europe its church and religious music and opera took on new forms Music as entertainment also evolved with marching bands at public events and the new musicals in theaters This volume presents the composers musicians songwriters instruments and musical forms that uniquely identify the Gilded Age Chapters include Concerts and Symphony orchestras Grand Opera Composers Critics and Conservatories Amateurs and Music at Home Sacred Music Black and White Ragtime Vaudeville and the American Musical Stage Music Politics and the Progressive Movement

and Music Industries and Technology **Fire in the Minds of Men** James Billington, 2017-10-24 This book traces the origins of a faith perhaps the faith of the century Modern revolutionaries are believers no less committed and intense than were Christians or Muslims of an earlier era What is new is the belief that a perfect secular order will emerge from forcible overthrow of traditional authority This inherently implausible idea energized Europe in the nineteenth century and became the most pronounced ideological export of the West to the rest of the world in the twentieth century Billington is interested in revolutionaries the innovative creators of a new tradition His historical frame extends from the waning of the French Revolution in the late eighteenth century to the beginnings of the Russian Revolution in the early twentieth century The theater was Europe of the industrial era the main stage was the journalistic offices within great cities such as Paris Berlin London and St Petersburg Billington claims with considerable evidence that revolutionary ideologies were shaped as much by the occultism and proto romanticism of Germany as the critical rationalism of the French Enlightenment The conversion of social theory to political practice was essentially the work of three Russian revolutions in 1905 March 1917 and November 1917 Events in the outer rim of the European world brought discussions about revolution out of the school rooms and press rooms of Paris and Berlin into the halls of power Despite his hard realism about the adverse practical consequences of revolutionary dogma Billington appreciates the identity of its best sponsors people who preached social justice transcending traditional national ethnic and gender boundaries When this book originally appeared The New Republic hailed it as remarkable learned and lively while The New Yorker noted that Billington pays great attention to the lives and emotions of individuals and this makes his book absorbing It is an invaluable work of history and contribution to our understanding of Fire in the Minds of Men James H. Billington, 1999 This book traces the origins of a faith perhaps the faith political life of the century Modern revolutionaries are believers no less committed and intense than were Christians or Muslims of an earlier era What is new is the belief that a perfect secular order will emerge from forcible overthrow of traditional authority This inherently implausible idea energized Europe in the nineteenth century and became the most pronounced ideological export of the West to the rest of the world in the twentieth century Billington is interested in revolutionaries the innovative creators of a new tradition His historical frame extends from the waning of the French Revolution in the late eighteenth century to the beginnings of the Russian Revolution in the early twentieth century The theater was Europe of the industrial era the main stage was the journalistic offices within great cities such as Paris Berlin London and St Petersburg Billington claims with considerable evidence that revolutionary ideologies were shaped as much by the occultism and proto romanticism of Germany as the critical rationalism of the French Enlightenment The conversion of social theory to political practice was essentially the work of three Russian revolutions in 1905 March 1917 and November 1917 Events in the outer rim of the European world brought discussions about revolution out of the school rooms and press rooms of Paris and Berlin into the halls of power Despite his hard realism about the adverse practical consequences of revolutionary dogma Billington

appreciates the identity of its best sponsors people who preached social justice transcending traditional national ethnic and gender boundaries When this book originally appeared The New Republic hailed it as remarkable learned and lively while The New Yorker noted that Billington pays great attention to the lives and emotions of individuals and this makes his book absorbing It is an invaluable work of history and contribution to our understanding of political life Crotchets and Quavers Max Maretzek, 2017-12-24 Excerpt from Crotchets and Quavers Or Revelations of an Opera Manager in America When I arrived in New York in the month of September 1848 I was immediately struck with the beauty of the Bay and its environs That which principally delighted me was however its bright clear and blue sky Such a sky I had not seen since I last left Naples About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books Find more at www forgottenbooks com This book is a reproduction of an important historical work Forgotten Books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy In rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition We do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works The Uncollected Poetry and Prose of Walt Whitman Walt Whitman,1921 Putnam's Monthly Magazine of American Literature, Science and Art ,1855 Catalog of Books in the Class List ,1910 Carnegie Library of Pittsburgh Carnegie Library of Pittsburgh, 1895

Uncover the mysteries within Crafted by is enigmatic creation, Embark on a Mystery with **Revelations Of An Opera Manager**. This downloadable ebook, shrouded in suspense, is available in a PDF format (Download in PDF: *). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

https://pinsupreme.com/book/virtual-library/Documents/Photo_Finishes_Great_Last_Second_Bottom_Of_The_Ninth_Sudden_D eath_Victories.pdf

Table of Contents Revelations Of An Opera Manager

- 1. Understanding the eBook Revelations Of An Opera Manager
 - The Rise of Digital Reading Revelations Of An Opera Manager
 - Advantages of eBooks Over Traditional Books
- 2. Identifying Revelations Of An Opera Manager
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Revelations Of An Opera Manager
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Revelations Of An Opera Manager
 - Personalized Recommendations
 - Revelations Of An Opera Manager User Reviews and Ratings
 - Revelations Of An Opera Manager and Bestseller Lists
- 5. Accessing Revelations Of An Opera Manager Free and Paid eBooks
 - Revelations Of An Opera Manager Public Domain eBooks
 - Revelations Of An Opera Manager eBook Subscription Services
 - Revelations Of An Opera Manager Budget-Friendly Options

- 6. Navigating Revelations Of An Opera Manager eBook Formats
 - o ePub, PDF, MOBI, and More
 - Revelations Of An Opera Manager Compatibility with Devices
 - Revelations Of An Opera Manager Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Revelations Of An Opera Manager
 - Highlighting and Note-Taking Revelations Of An Opera Manager
 - Interactive Elements Revelations Of An Opera Manager
- 8. Staying Engaged with Revelations Of An Opera Manager
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - $\circ\,$ Following Authors and Publishers Revelations Of An Opera Manager
- 9. Balancing eBooks and Physical Books Revelations Of An Opera Manager
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Revelations Of An Opera Manager
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Revelations Of An Opera Manager
 - Setting Reading Goals Revelations Of An Opera Manager
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Revelations Of An Opera Manager
 - Fact-Checking eBook Content of Revelations Of An Opera Manager
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements

• Interactive and Gamified eBooks

Revelations Of An Opera Manager Introduction

Free PDF Books and Manuals for Download: Unlocking Knowledge at Your Fingertips In todays fast-paced digital age, obtaining valuable knowledge has become easier than ever. Thanks to the internet, a vast array of books and manuals are now available for free download in PDF format. Whether you are a student, professional, or simply an avid reader, this treasure trove of downloadable resources offers a wealth of information, conveniently accessible anytime, anywhere. The advent of online libraries and platforms dedicated to sharing knowledge has revolutionized the way we consume information. No longer confined to physical libraries or bookstores, readers can now access an extensive collection of digital books and manuals with just a few clicks. These resources, available in PDF, Microsoft Word, and PowerPoint formats, cater to a wide range of interests, including literature, technology, science, history, and much more. One notable platform where you can explore and download free Revelations Of An Opera Manager PDF books and manuals is the internets largest free library. Hosted online, this catalog compiles a vast assortment of documents, making it a veritable goldmine of knowledge. With its easy-to-use website interface and customizable PDF generator, this platform offers a user-friendly experience, allowing individuals to effortlessly navigate and access the information they seek. The availability of free PDF books and manuals on this platform demonstrates its commitment to democratizing education and empowering individuals with the tools needed to succeed in their chosen fields. It allows anyone, regardless of their background or financial limitations, to expand their horizons and gain insights from experts in various disciplines. One of the most significant advantages of downloading PDF books and manuals lies in their portability. Unlike physical copies, digital books can be stored and carried on a single device, such as a tablet or smartphone, saving valuable space and weight. This convenience makes it possible for readers to have their entire library at their fingertips, whether they are commuting, traveling, or simply enjoying a lazy afternoon at home. Additionally, digital files are easily searchable, enabling readers to locate specific information within seconds. With a few keystrokes, users can search for keywords, topics, or phrases, making research and finding relevant information a breeze. This efficiency saves time and effort, streamlining the learning process and allowing individuals to focus on extracting the information they need. Furthermore, the availability of free PDF books and manuals fosters a culture of continuous learning. By removing financial barriers, more people can access educational resources and pursue lifelong learning, contributing to personal growth and professional development. This democratization of knowledge promotes intellectual curiosity and empowers individuals to become lifelong learners, promoting progress and innovation in various fields. It is worth noting that while accessing free Revelations Of An Opera Manager PDF books and manuals is convenient and cost-effective, it is vital to respect copyright laws and intellectual property rights. Platforms offering free downloads often operate within legal

boundaries, ensuring that the materials they provide are either in the public domain or authorized for distribution. By adhering to copyright laws, users can enjoy the benefits of free access to knowledge while supporting the authors and publishers who make these resources available. In conclusion, the availability of Revelations Of An Opera Manager free PDF books and manuals for download has revolutionized the way we access and consume knowledge. With just a few clicks, individuals can explore a vast collection of resources across different disciplines, all free of charge. This accessibility empowers individuals to become lifelong learners, contributing to personal growth, professional development, and the advancement of society as a whole. So why not unlock a world of knowledge today? Start exploring the vast sea of free PDF books and manuals waiting to be discovered right at your fingertips.

FAQs About Revelations Of An Opera Manager Books

How do I know which eBook platform is the best for me? Finding the best eBook platform depends on your reading preferences and device compatibility. Research different platforms, read user reviews, and explore their features before making a choice. Are free eBooks of good quality? Yes, many reputable platforms offer high-quality free eBooks, including classics and public domain works. However, make sure to verify the source to ensure the eBook credibility. Can I read eBooks without an eReader? Absolutely! Most eBook platforms offer webbased readers or mobile apps that allow you to read eBooks on your computer, tablet, or smartphone. How do I avoid digital eye strain while reading eBooks? To prevent digital eye strain, take regular breaks, adjust the font size and background color, and ensure proper lighting while reading eBooks. What the advantage of interactive eBooks? Interactive eBooks incorporate multimedia elements, guizzes, and activities, enhancing the reader engagement and providing a more immersive learning experience. Revelations Of An Opera Manager is one of the best book in our library for free trial. We provide copy of Revelations Of An Opera Manager in digital format, so the resources that you find are reliable. There are also many Ebooks of related with Revelations Of An Opera Manager. Where to download Revelations Of An Opera Manager online for free? Are you looking for Revelations Of An Opera Manager PDF? This is definitely going to save you time and cash in something you should think about. If you trying to find then search around for online. Without a doubt there are numerous these available and many of them have the freedom. However without doubt you receive whatever you purchase. An alternate way to get ideas is always to check another Revelations Of An Opera Manager. This method for see exactly what may be included and adopt these ideas to your book. This site will almost certainly help you save time and effort, money and stress. If you are looking for free books then you really should consider finding to assist you try this. Several of Revelations Of An Opera Manager are for sale to free while some are payable. If you arent sure if the books you would like to download works with for usage along with your computer, it is possible to download

free trials. The free guides make it easy for someone to free access online library for download books to your device. You can get free download on free trial for lots of books categories. Our library is the biggest of these that have literally hundreds of thousands of different products categories represented. You will also see that there are specific sites catered to different product types or categories, brands or niches related with Revelations Of An Opera Manager. So depending on what exactly you are searching, you will be able to choose e books to suit your own need. Need to access completely for Campbell Biology Seventh Edition book? Access Ebook without any digging. And by having access to our ebook online or by storing it on your computer, vou have convenient answers with Revelations Of An Opera Manager To get started finding Revelations Of An Opera Manager, you are right to find our website which has a comprehensive collection of books online. Our library is the biggest of these that have literally hundreds of thousands of different products represented. You will also see that there are specific sites catered to different categories or niches related with Revelations Of An Opera Manager So depending on what exactly you are searching, you will be able to choose ebook to suit your own need. Thank you for reading Revelations Of An Opera Manager. Maybe you have knowledge that, people have search numerous times for their favorite readings like this Revelations Of An Opera Manager, but end up in harmful downloads. Rather than reading a good book with a cup of coffee in the afternoon, instead they juggled with some harmful bugs inside their laptop. Revelations Of An Opera Manager is available in our book collection an online access to it is set as public so you can download it instantly. Our digital library spans in multiple locations, allowing you to get the most less latency time to download any of our books like this one. Merely said, Revelations Of An Opera Manager is universally compatible with any devices to read.

Find Revelations Of An Opera Manager:

photoplay edition signed limited
physical and chemical mechanisms in molecular radiation biology
photographic possibilities the expressive use of ideas materials and processes
physical acoustics volume 6 principles & met
philosophy of francis bacon
photography in new mexico from the daguerreotype to the present
philosophy and theology of anders nygren
philosophy of the plays of shakespeare unfolded
phonics is fun gradeade 3 student edition
philosophy of the buddha an introduction

photographing wildlife and nature

philosophy of st. thomas aquinas photos can fool you rigby literacy photoshop 7 complete course

Revelations Of An Opera Manager:

Barron's SAT Math Workbook by Leff M.S., Lawrence This workbook's fifth edition has been updated to reflect questions and question types appearing on the most recent tests. Hundreds of math questions in ... SAT Math Workbook (Barron's Test Prep) ... Barron's SAT Math Workbook provides realistic questions for all math topics on the SAT. This edition features: Hundreds of revised math questions with ... SAT Math Workbook (Barron's Test Prep) Barron's SAT Math Workbook provides realistic questions for all math topics on the SAT. This edition features: Hundreds of revised math questions with ... Barron's SAT Math Workbook, 5th Edition Synopsis: This workbook's fifth edition has been updated to reflect questions and question types appearing on the most recent tests. ... Here is intensive ... Barron's SAT Math Workbook, 5th Edition Aug 1, 2012 — This workbook's fifth edition has been updated to reflect questions and question types appearing on the most recent tests. Hundreds of math ... Barron's SAT Math Workbook, 5th Edition Barron's SAT Math Workbook, 5th Edition. Barron's SAT Math Workbook - Leff M.S., Lawrence This workbook's fifth edition has been updated to reflect questions and question types appearing on the most recent tests. Hundreds of math questions in ... Barron's SAT Math Workbook, 5th Edition by Lawrence Leff ... Barron's SAT Math Workbook, 5th Edition by Lawrence Leff M.S. (2012,...#5003; Condition. Very Good; Quantity. 1 available; Item Number. 281926239561; ISBN. Barron's SAT Math Workbook book by Lawrence S. Leff This workbook's fifth edition has been updated to reflect questions and question types appearing on the most recent tests. Hundreds of math questions in ... Barron's SAT Math Workbook, 5th Edition by Lawrence Leff ... Home Wonder Book Barron's SAT Math Workbook, 5th Edition; Stock Photo · Cover May Be Different; Or just \$4.66; About This Item. Barron's Educational Series. Used ... A Soldier's Story A Soldier's Story is a 1984 American mystery drama film directed and produced by Norman Jewison, adapted by Charles Fuller from his Pulitzer Prize-winning A ... A Soldier's Story (1984) Alone, far from home, and far from justice, he has three days to learn the truth about a murder...and the truth is a story you won't forget. A Soldier's Story Captured and convicted of various crimes against the State, he spent much of the 1970s in prison, escaping twice. After each escape, he went underground and ... A Soldier's Play The story takes place at the United States Army's Fort Neal, Louisiana, in 1944 during the time when the military was racially segregated. In the opening scene, ... A Soldier's Story A black Army investigator (Howard E. Rollins Ir.) travels to a remote military base in the heart of the Louisiana backwoods to look into the mysterious murder ... Watch A Soldier's Story | Prime Video When a sergeant of an all-black unit in Louisiana during WWII is

murdered, an Army lawyer investigates if the crime was an act of extreme white bigotry or ... A Soldier's Story - Denzel Washington Set in WW2, set in African-American troop training facilities, then a murder. Twist and turns solving the mystery. A Soldier's Story - Full Cast & Crew A black soldier is murdered on a racially divided military base in 1940s Louisiana. An officer is brought in to investigate and discovers that anyone on the ... A Soldier's Story (1984) - Turner Classic Movies During World War II, an African-American officer investigates a murder that may have been racially motivated. Marketing Estrategico - 3b: Edicion (Spanish Edition) Marketing Estrategico - 3b: Edicion (Spanish Edition); US\$16.99; Seguridad del juquete. Nuestra edad recomendada: ; Idioma, Español ; ISBN-10, 8448116119 ; ISBN- ... Marketing estratégico y operativo (Spanish Edition) ... McGraw-Hill Interamericana Editores S.A. de C.V.; 2nd edición (11 Mayo 2009). Idioma, Español. Tapa blanda, 620 páginas. ISBN-10, 970106710X. ISBN-13, 978 ... Marketing Estrategico Lambin Mcgraw Hill 3ra Edicion Pdf Page 1. Marketing Estrategico Lambin Mcgraw Hill 3ra. Edicion Pdf. INTRODUCTION Marketing Estrategico Lambin Mcgraw Hill. 3ra Edicion Pdf [PDF] marketing estrategico. 3 edicion MARKETING ESTRATEGICO. 3 EDICION. LAMBIN, JEAN JACQUES. 45,95 €. IVA incluido. No disponible Pregúntanos antes de pagar. Editorial: MCGRAW-HILL; Materia ... Libro-Marketing-Estrategico-lambin-jean-jacques MARKETING ESTRATÉGICO -OBJETIVO.-un análisis sistemático v permanente de las necesidades del mercado y el desarrollo de conceptos de productos rentables ... Marketing Estrategico Lambin Mcgraw Hill 3ra Edicion Diagnóstico del marketing del producto Golf en la instalación ... - Gestiopolis. Planificación Estratégica de Marketing para un negocio - Gestiopolis. MARKETING ESTRATEGICO 3ª ED - JEAN JACQUES ... Jean Jacques Lambin. Editorial, McGraw-Hill Interamericana de España S.L.. Edición, 1. ed.(01/07/1995). Páginas, 608. Dimensiones, 24x17 cm. Idioma, Español. MARKETING ESTRATEGICO | JEAN JACQUES LAMBIN Sinopsis de MARKETING ESTRATEGICO ; Encuadernación: Tapa blanda ; ISBN: 9788473563529 ; Año de edición: 2003 ; Plaza de edición: ESPAÑA ; Fecha de lanzamiento: 07/10 ... Marketing estratégico Madrid: McGraw-Hill, 1995; Edición: 3a. ed. Notas: -- Edición traducida por Salvador Miguel y Antonio Carlos Cuenca. Revisado por Jaime Rivera y Nora Lado ...