Basic Retailing . (The Irwin series in marketing)

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Retailing Basics The Irwin Series In Marketing

Michael Levy, Barton A. Weitz

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compiled into one volume the work of more than 50 national business leaders commissioned specifically by the Small Business Administration to produce a series of management aids for the growing entrepreneurial community *American Book Publishing Record*, 2004 **Consumer Behavior and Marketing Strategy** J. Paul Peter, Jerry Corrie Olson, 1993

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