

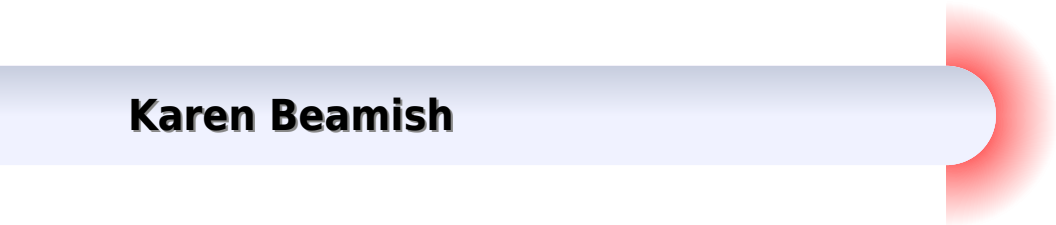
MANAGING MARKETING PERFORMANCE

INTRODUCTIONS



Managing Marketing Performance

Karen Beamish



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Earnings management and the Long-term market performance of initial public offerings. Working Paper #9401-29 Siew Hong Teoh, T.J. Wong, Gita R. Rao, 1994

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Managing Marketing Linkages Frank V. Cespedes, 1996 Comprised of an introductory chapter four readings and twelve diverse case studies Managing Marketing Linkages by Frank V Cespedes explains how external market factors and internal organizational linkages can be developed to maintain profitable customer relationships

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