

# MARKETING Pocketbook

*3rd Edition*

A pocketful of tips, techniques  
and tools for all those involved in  
the marketing process - research,  
strategy, planning and tactics

**Neil Russell-Jones**



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*The Market Garden ,1893      The Market-Planned Economy of Yugoslavia* Svetozar Pejovich,1966-09-21 The Market Planned Economy of Yugoslavia was first published in 1966 Minnesota Archive Editions uses digital technology to make long unavailable books once again accessible and are published unaltered from the original University of Minnesota Press editions The Yugoslavian economic system combining as it does elements of Marxist socialism with many aspects of free enterprise represents a challenging experiment which is being closely watched by students of economic and political theory The system has attracted serious attention in the emerging nations of Asia and Africa and more recently in the Soviet Union itself Though they retain socialist state centered goals the Yugoslavs have introduced a great deal of decentralization and individual incentive and have allowed production to be largely regulated by the demand of a relatively free market instead of by predetermined quotas and plans Professor Pejovich describes and analyzes this economic system as it affects both the overall economy and the individual firm He then provides a theoretical analysis in which he points out implications for economic theory and for the theory of socialism as well as the practical significance of the Yugoslavian experiment The stud makes an important contribution in combining the economic

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