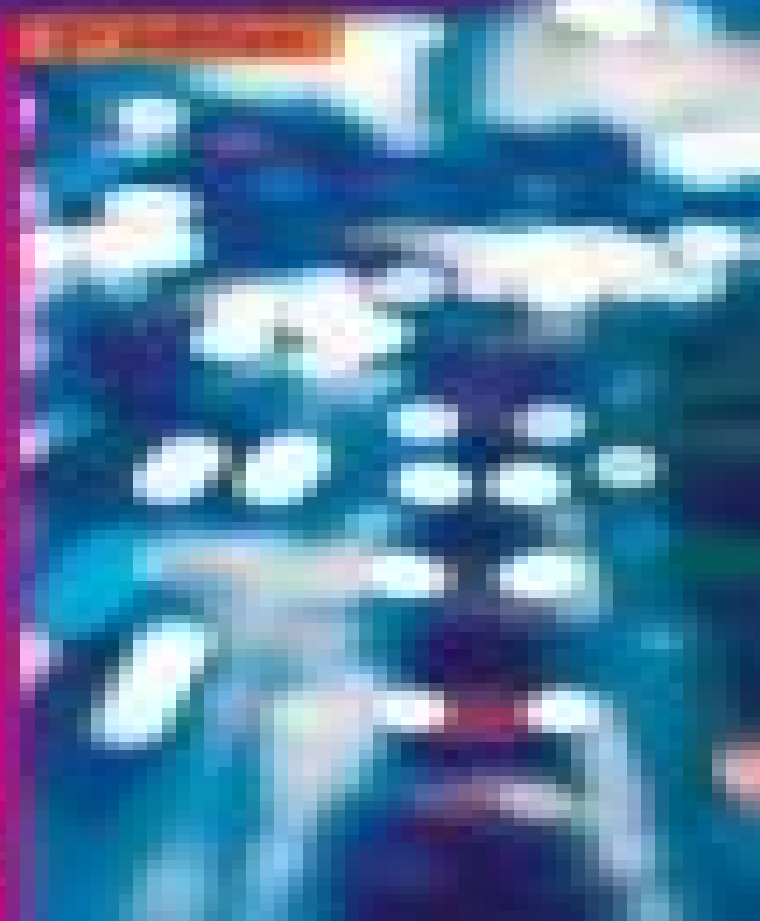


# Marketing

COMMERCIAL  
MARKETING: CONCEPTS  
AND STRATEGIES

- How organisations determine their target markets and develop marketing strategies
- The marketing environment
- The marketing research process and primary and secondary data collection

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# Mini Manuel Marketing E Eacutedition

**Michal Rosen-Zvi**



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