

<<Blackwell管理百科全书>>

图书基本信息

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内容概要

The first edition of the Encyclopedia of Marketing has been revised and updated, with new content on aspects of cross cultural marketing, research in marketing methodologies, societal marketing and marketing strategy. The implications of developments in information and communications technologies are assessed while retailing has been extensively revised to embrace contemporary trends.

作者简介

Cary L. Cooper is based at Lancaster University as Professor of Organizational Psychology. He is the author of over 80 books, is past editor of the Journal of Organizational Behavior, and Founding President of the British Academy of Management.

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