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in this latest edition of her classic text lisa spiller takes an insightful in depth look at contemporary marketing concepts tactics and techniques and the dynamic innovations that continue to drive and shape this multi faceted multi dimensional field direct digital and data driven marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing but it does not overlook the traditional principles of direct marketing still relevant today this book examines the field both as it once was and as it is evolving with plenty of learning features online resources the fifth edition provides an engaging journey which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic

describes 250 occupations which cover approximately 107 million jobs

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