



Marketing de los servicios (Libros profesionales) (Spanish Edition)

Ildefonso Grande Esteban

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Este manual trata las causas económicas que explican el crecimiento de los servicios, la implantación del marketing en las empresas que los proporcionan y los elementos claves para desarrollar una planificación estratégica. IMPLANTACIÓN DEL MARKETING EN LAS EMPRESAS DE SERVICIOS .-.

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