

Imaginative Marketing By Jonathan Gabay ,

Imaginative Marketing books

Successful marketing involves looking at the organisation concerned and the world it occupies from the perspective of the customer, **Imaginative Marketing ebooks** This guide explores the link between this marketing philosophy' marketing theories and marketing practice: **Book Imaginative marketing digital** It includes a range of examples and situations covering non-traditional contexts and readers are encouraged to become involved with case histories self-checks and action checklists: **Imaginative Marketing books** Dr Rushton is the co-author of Effective Distribution Management and Marketing. Imaginative Marketing

