



# CIM Coursebook 08/09 Strategic Marketing Decisions

By Isobel Doole, Robin Lowe

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## **CIM Coursebook 08/09 Strategic Marketing Decisions By Isobel Doole, Robin Lowe Bibliography**

- Sales Rank: #13093983 in Books
- Brand: Brand: Routledge
- Published on: 2008-09-12
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 7.25" w x .25" l, 1.40 pounds
- Binding: Paperback
- 252 pages



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#### **About the Author**

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