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THE MARKETING MANAGERS GUIDE



The Marketing Manager's
Guide
Market Dominance, Positioning, Branding



LAP Lambert Academic Publishing. Paperback. Condition: New. 460 pages. Dimensions: 8.6in. x 5.9in. x 1.3in. Faustino Taderera, the celebrity and towering figure, is the finest International Business brains ever produced in Zimbabwe and Africa and the most published business icon and guru nicknamed, The Tom Peters of Zimbabwe, Africa and the Middle East. This book, The Marketing Managers Guide, his 23th book, is a companion for top marketing executives in The Kitchen Cabinet, and covers, among others, topics such as: -...

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- Authored by Faustino Taderera
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