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By Ross Brennan

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Business-To-Business Marketing: Amazon.de: Ross Brennan, Louise Canning, Business-to-business Marketing (Sage Advanced Marketing Series) Ross Brennan. Taschenbuch.

Advanced Marketing International, Inc. Address: 1775 W 2300 South. Company Description: Doing Business in Africa:

Business-to-Business Marketing (SAGE Advanced Marketing Series) by Louise Canning, Raymond Mcdowell, Ross Brennan Hardcover, 384 Pages, Published 2007 by Sage

Jan 14, 2013 Business-to-Business Marketing Nick Ellis & Mark Tadajewski & Andrew Pressey. Pub. date: 2011 | Online Pub. Publisher: SAGE Publications Ltd.

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Dr Ross Brennan is Professor of Industrial Marketing at the Hertfordshire Business School, University of Hertfordshire. His research interests are in business-to

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