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Autore	Smith Brian D (Brian David), <1961->
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Sommario/riassunto	""Brian Smith and Paul Rospin demonstrate a thorough and pragmatic approach to creating and applying sound market insight. Using numerous practical examples, learning points and provocative takeaways, they build on established strategic marketing principles to give you actionable knowledge you can apply your business to create lasting market advantage."" Beverley Dipper, Market Insight Manager, Microsoft UK Ltd ""I have no hesitation in saying buy this book. It will find a front and centre position in your bookshelf, with plenty of post-

its marking pages that you will return to aga
