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Autore	Kahn Kenneth B.
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"The Meaning of Design"; "Product Design Situations"; "Design Disciplines"; "Industrial Design"; "Graphic Design"; "Interior Design"; "9. Market Planning"; "The Situation Analysis"; "Industry Analysis"; "Competitor Analysis"; "Company Analysis"; "Customer Analysis"; "Sales Analysis"; "Marketing Objectives"; "Marketing Mix Activities"; "Key Product Issues"; "Key Distribution Issues"; "Key Promotion Issues"; "Key Pricing Issues"; "Estimating the Marketing Strategy Budget"; "Marketing Strategy Control"
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Sommario/riassunto

Both concise and comprehensive, this engaging text addresses the complex, interdisciplinary nature of
