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Autore	Brown Stephen <1955 March 23->
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Nota di contenuto	Cover -- Chapter One -- Chapter Two -- Chapter Three -- Chapter Four -- Chapter Five -- Chapter Seven -- Chapter Eight -- Chapter Nine -- Chapter Ten -- Chapter Eleven -- Chapter Twelve -- Chapter Thirteen -- Chapter Fourteen -- Chapter Fifteen -- Chapter Sixteen -- Chapter Seventeen -- Chapter Eighteen -- Chapter Nineteen -- Chapter Twenty -- Chapter Twenty-One -- Chapter Twenty-Two -- Chapter Twenty-Three -- Chapter Twenty-Four -- Chapter Twenty-Five -- Chapter Twenty-Six -- Chapter Twenty-Seven -- Chapter Twenty-Eight -- Chapter Twenty-Nine -- Chapter Thirty -- Chapter Thirty-One -- Chapter Thirty-Two -- Chapter Thirty-Three -- Chapter Thirty-Four -- Chapter Thirty-Five -- Chapter Thirty-Six -- Chapter Thirty-Seven -- Chapter Thirty-Eight -- Chapter Thirty-Nine -- Chapter Forty -- Chapter Forty-One -- Chapter Forty-Two -- Chapter Forty-Three -- Chapter Forty-Four -- Chapter Forty-Five -- Chapter Forty-Six -- Chapter Forty-Seven -- Chapter Forty-Eight -- Chapter Forty-Nine -- Chapter Fifty -- Chapter Fifty-One -- Author's Note.
Sommario/riassunto	b]Sometimes you have to kill to make a killing /b]Forget organizational parables, forget corporate satires and business fiction. At last a management thriller has arrived. A critically acclaimed high-suspense novel that reveals thesecrets of 21st century marketing. I read i]The Marketing Code /i] from beginning to end in one sitting. I had to know how it turned out. It shows great imagination, clever plotting, and a

Rabelaisian scale of outrage and wit. -Professor Philip Kotler, marketing guru. Other titles by Stephen Brown: i]The Customer KeyAgents and DealersFail Better /i
