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Sommario/riassunto	Fundamentals Of School Marketing is designed to help school administrators apply the knowledge and tools used successfully in the private sector to organize, implement, and maintain an integrated marketing program that achieves their particular goals. Success in any complex endeavor requires an understanding of the fundamentals. Likewise, successful school marketing requires an understanding of the basic principles of integrated marketing. Fundamentals of School Marketing presents the basics of integrated marketing without jargon, theory, or debate over the merits of the latest marketing trend