

TENTH EDITION

Marketing Management

KNOWLEDGE AND SKILLS

J. Paul Peter • James H. Donnelly, Jr.

Marketing Management Knowledge Skills 10th Edition

Jerome Paul Peter, James H. Donnelly



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Management and Leadership Skills that Affect Small Business Survival Jamey M. Long, 2019-04-30 Have you ever wondered why many of the over 28 million small businesses in operation in the United States do not survive past the first five years Is it the economy The stock market Or is it something else Two years of research by Jamey Long on factors affecting small business survival revealed a direct relationship linking management and leadership skills *Management and Leadership Skills That Affect Small Business Survival* presents the research leading to this discovery that focuses solely on small businesses in the United States and teaches them how to improve management and leadership skills so that they can survive past the historical five year failure mark

Regional Conference on Science, Technology and Social Sciences (RCSTSS 2014) Mohd Amlil Abdullah, Wan Kalthom Yahya, Nazirah Ramli, Siti Rosiah Mohamed, Badli Esham

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