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# Essential Marketing 1

**Wenbin Ji**



## Essential Marketing 1:

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research through a practical presentation of theory and practice      Essentials of Health Care Marketing Eric N. Berkowitz, 2004 Marketing Management for Health Services Health Care Marketing Marketing in Health Care Environments

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workbooks in the series links to relevant BH CMI textbooks further reading website addresses and trade journals User mentor guides are now a downloadable resource from BH website

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