



Bottom-up Marketing

Al Ries , Jack Trout

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From the bestselling authors of Marketing Warfare comes another winner that turns conventional views of marketing upside-down, presenting a step-by-step approach to turn an effective tactic into an overall business strategy.

Bottom-up Marketing Details

Date : Published May 30th 1990 by Plume (first published 1988)

ISBN : 9780452264182

Author : Al Ries , Jack Trout

Format : Paperback 240 pages

Genre : Business, Nonfiction

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