



# Mastering Marketing

*Ian Ruskin-Brown*

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## **Mastering Marketing** Ian Ruskin-Brown

Mastering Marketing provides a clearly written explanation of the core skills and concepts needed to market a business profitably. Offering more than just short-term selling tricks, it provides techniques for building and maintaining a long-term profitable market position.

It is ideal for those working in marketing for the first time, managers in other functions?i.e. finance, HR, production?who need to understand this crucial role in the organization, in-company training courses, and business degree and MBA courses.

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