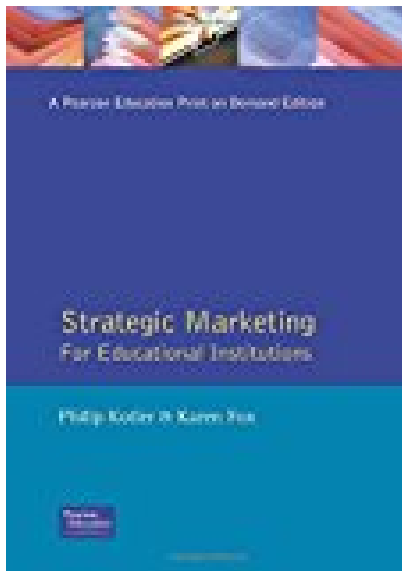


Strategic Marketing for Educational Institutions 2nd Edition



BOOK DETAILS

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- Pages : 464 Pages
- Publisher : Pearson
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BOOK SYNOPSIS

Here is "the" handbook for academics and practitioners who want to understand what marketing is, how it can contribute to their institutions greater effectiveness, and how to do it. This revised edition, like its predecessor, provides a solid background in marketing in the context of educational institutions and their essential activities.

STRATEGIC MARKETING FOR EDUCATIONAL INSTITUTIONS 2ND EDITION

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