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Seung Ho Park;Gerardo R. Ungson;Andrew Cosgrove .pdf**

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Managing Profitable Growth in Emerging Markets Seung Ho Park is Parkland Chair Professor of Strategy at China Europe International Andrew Cosgrove is Global Lead Analyst for Consumer Products and Retail at Ernst and Young, UK.

Chapter 1 - marketing: managing profitable

Measurement and scaling procedures Questionnaire design Chapter 1 - Marketing: Managing Profitable Customer Relationships Author: Admin Created Date: