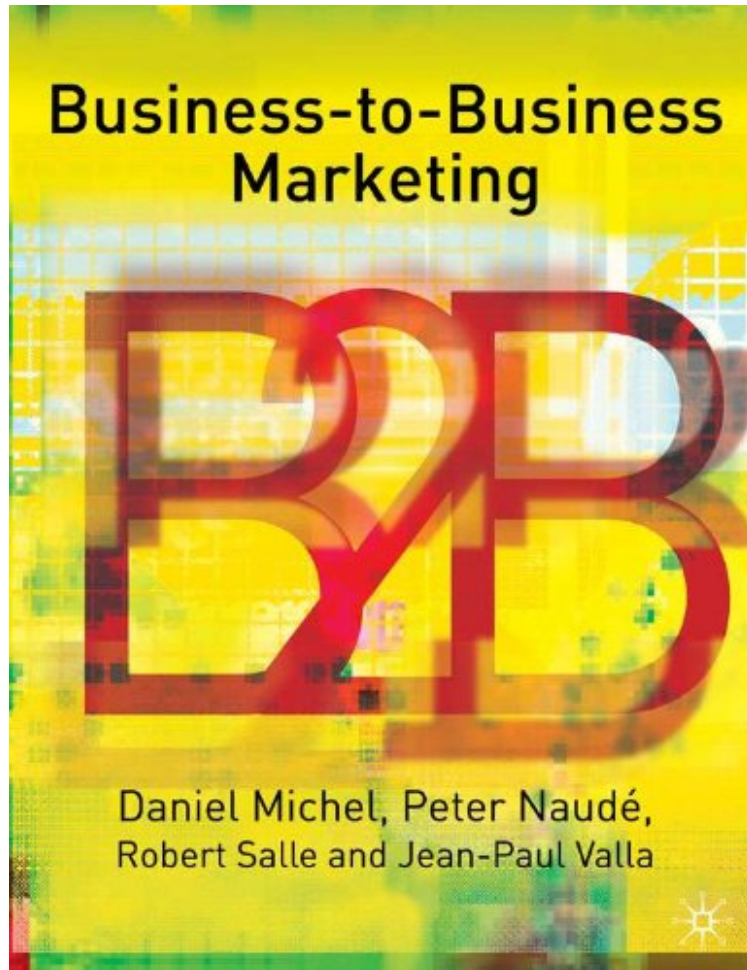


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Business-To-Business Marketing (Profitable Marketing Relationships Series)

Daniel Michel, Pete Naudeacute;, Robert Salle, Jean-Paul Valla

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this diversity. The book provides a theoretically sound and managerially useful approach to managing in Business-to-Business markets. Daniel Michel is a Professor of Marketing at EMLyon, France. Peter Naudeacute; is Professor of Marketing at the School of Management at the University of Bath. Robert Salle is Director of Research at EMLyon, France. Jean-Paul Valla is Development manager at ALGOE in Lyon as well as a Director of Research at EMLyon, France.

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