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David Jobber is Professor of Marketing at the University of Bradford, School of Management. His research interests include the use of mail surveys in marketing research, selling and sales management. In 2008 he received the Academy of Marketing's Life Achievement award for distinguished and extraordinary services to marketing. Bibliographic information. Title: Principles and Practice of ...

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Jobber D, Ellis-Chadwick F. Principles and practice of marketing. Eighth edition. London: McGraw-Hill Education; 2016.

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