



Commodity Marketing: Grundlagen - Besonderheiten - Erfahrungen (German Edition)

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In der 3. Auflage wurden bisherige Erkenntnisse zum Commodity Marketing um aktuelle Ergebnisse ergänzt. Darüber hinaus wurde das Buch um eine internationale Perspektive erweitert und geht somit Fragestellungen des Commodity Marketing im internationalen Kontext nach.

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