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*By John Story*



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Great marketing requires math, yet many students of marketing avoid the mathematics of marketing at all costs. This is really a shame, because the marketing math is not difficult. Marketing Math Made Really Easy does just what it says. It introduces the reader to the basic calculations of marketing in a way that makes them easy to understand. It uses examples and illustrations to bring the equations to life and demonstrate their importance. I have been teaching marketing math for almost 20 years, to both undergraduate and graduate students. The proven methods in this book have helped thousands of students master the basic math of marketing.



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- Sales Rank: #1397006 in Books
- Published on: 2016-02-23
- Original language: English
- Dimensions: 9.00" h x .14" w x 6.00" l,
- Binding: Paperback
- 58 pages

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