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Reviews

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(Angela Kuhn)

STEAL THESE IDEAS: MARKETING SECRETS THAT WILL MAKE YOU A STAR



Times Group Books, New Delhi, India, 2011. Softcover. Book Condition: New. First Edition. Steve Cone is chief marketing officer for Epsilon. Over his thirty-year career, Cone has earned a reputation for innovative marketing management, including stops along the way at Key Corp., American Express, and Fidelity. A true out-of-the-box thinker, Cone is known for imaginative solutions to tough marketing issues. Printed Pages: 208.



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