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Under each section, there are a list of closely related subtopics covered. It is comprehensive in the way that covers many basic concepts/terminologies that students need to know before they start to do digital marketing. In the 5th edition, a comprehensive glossary and index section are provided in section VIII and IX. Content Accuracy rating: 4

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This updated 5th edition is a clear guide to all the key topics in an integrated approach to supply chains. As well as new and updated examples and case studies, there are two new chapters: Routes to Market: Many companies now have to manage multiple distribution channels - this chapter covers strategic issues on how companies "go to market ...

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Pierre David is a Professor of Business Administration at Baldwin Wallace University, a liberal arts institution located in Berea, Ohio. His teaching

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