



The Marketing Enterprise: Business Success and Societal Embedding (INSEAD Business Press)

Jean-Claude Thoenig, Charles Waldman

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The Marking Enterprise: Business Success and Societal Embedding (INSEAD Business Press)

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Based on their studies of successful firms, the authors highlight two main paths to success. As well as delivering a groundbreaking new analytical framework, they also provide practical advice to practitioners on avoiding pitfalls and taking decisions while elaborating their marking discipline.

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