

The background of the book cover features a vibrant aurora borealis (northern lights) in shades of green and blue, dancing across a dark sky filled with stars. Below the sky, a rugged, snow-covered mountain range stretches across the horizon. In the foreground, a calm body of water reflects the colors of the aurora and the dark silhouette of the mountains.

Principles of Marketing

Scandinavian edition

3RD EDITION

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& Anders Parment

PRINCIPLES OF MARKETING

SCANDINAVIAN EDITION

Principles of Marketing

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