



Marketing Insights for the Asia Pacific

Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan

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Marketing Insights for the Asia Pacific Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan A comprehensive treatment of the nature of marketing in the Asia Pacific region. This text incorporates a collection of 25 articles from various journals and magazines.



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