



The Law of Marketing (Special Topics Collection)

Lynda J. Oswald

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Experienced marketing managers know that the law affects marketing activities in a variety of ways. Lynda Oswald's THE LAW OF MARKETING traces a product's life cycle - from development to distribution to promotion to sale - and addresses the particular marketing principles and legal issues associated with each stage. Current business examples stress the relevance of these concepts to the everyday business world while legal cases are included to spark discussion and encourage critical thinking. THE LAW OF MARKETING is designed help you become a successful manger who knows how to avoid legal problems and make informed decisions.

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