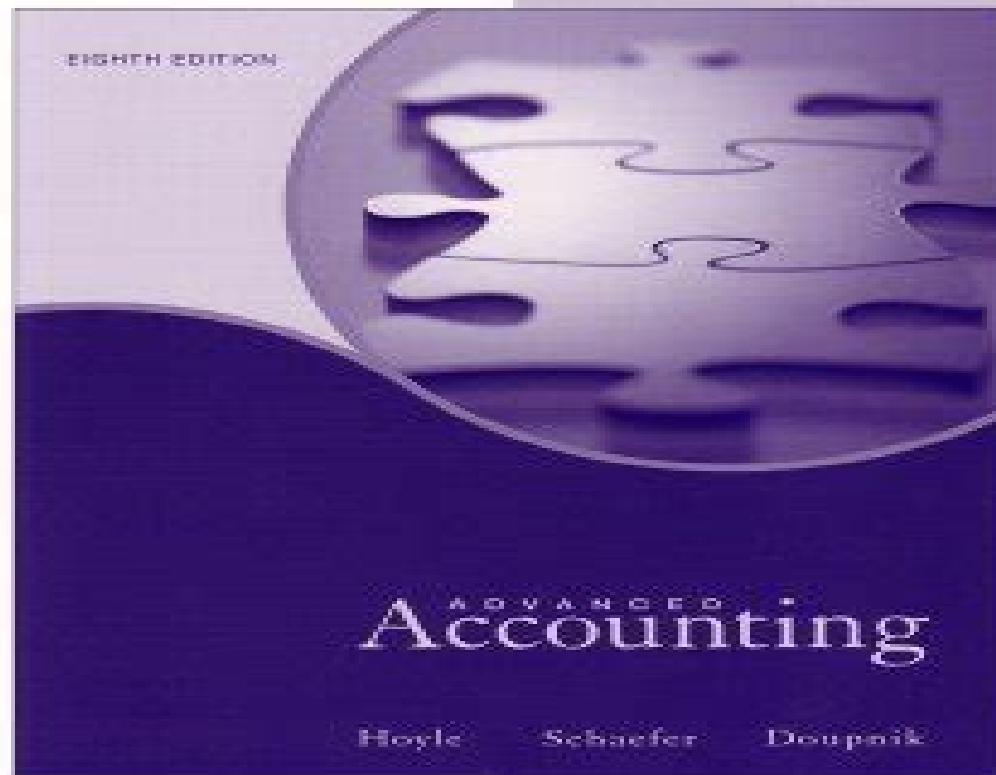


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web cet ouvrage pratique mais rigoureux donne aux gestionnaires de pme des connaissances en marketing nécessaires pour

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web au fur et à mesure que les pme gagnent en maturité elles sont amenées à développer des fonctions essentielles telles que les ventes le marketing et le service voici un aperçu