



Zarządzanie Projektami i Marketing: Mistrzostwo Rynków Biznesowych

Indeks: **685710** Producent: **Springer** Kod producenta: **9783662569306**

Cena: **406.52 zł**

Opis

Business Project Management and Marketing: Mastering Business Markets (Springer Texts in Business and Economics)

Producent: Springer

- **temat:** Accounting, Organizational theory & behaviour, Project management, Sales & marketing, BUSINESS & ECONOMICS / Accounting / Managerial, BUSINESS & ECONOMICS / Management, Business & Economics / Accounting / General, Business & Economics / Marketing / General, Business & Economics / Project Management, ANF: Business and Management, Accounting, Accounting - General, Accounting - Managerial, B2B Marketing, BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / Accounting / General, BUSINESS & ECONOMICS / Accounting / Managerial, BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Project Management, BUSINESS & ECONOMICS / Sales & Selling / General, BUSINESS & ECONOMICS / Strategic Planning, Betriebswirtschaft, Business & Economics/Accounting - General, Business & Economics/Accounting - Managerial, Business & Economics/Management - General, Business & Economics/Marketing - General, Business & Economics/Project Management, Business & Economics/Strategic Planning, Business Project Management, Business Project Management; Contract Management; Controlling; B2B Marketing; Competitive Bidding; Negotiation, Business Project Management;Contract Management;Controlling;B2B Marketing;Competitive Bidding;Negotiation, Business strategy, Business/Economics, Competitive Bidding, Contract Management, Contract Management; Controlling; B2B Marketing; Competitive Bidding; Negotiation, Controlling, General, Germany, HC, HC/Wirtschaft/Betriebswirtschaft, HC/Wirtschaft/Management, HC/Wirtschaft/Werbung, Marketing, Hardcover, Softcover, Hardcover, Softcover / Wirtschaft/Werbung, Marketing, Management, Management & management techniques, Management - General, Management accounting & bookkeeping, Management accounting, bookkeeping and auditing, Management and management techniques, Managerial, Marketing, Marketing - General, Marketing und Vertrieb, Negotiation, Non-Fiction, Organisationstheorie und -verhalten, Organization, Organizational theory & behaviour, Organizational theory and behaviour, Project management, Projektmanagement, Rechnungswesen, Sales & Selling, Sales & marketing, Sales and marketing, Strategic Planning, TEXT, Verstehen, Vertrieb und Marketing, Werbung, Marketing, Wirtschaft, Marketing und Vertrieb, Organisationstheorie und -verhalten, Organizational theory and behaviour, Projektmanagement, Rechnungswesen, Sales and marketing, Vertrieb und Marketing, HC/Wirtschaft/Betriebswirtschaft, HC/Wirtschaft/Management, HC/Wirtschaft/Werbung, Marketing, Hardcover, Softcover / Wirtschaft/Werbung, Marketing
- **wiązący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 567 grams
- **strony:** 408
- **słowo kluczowe tematu:** B2B Marketing, Business Project Management, Business Project Management; Contract Management; Controlling; B2B Marketing; Competitive Bidding; Negotiation, Business Project Management;Contract Management;Controlling;B2B Marketing;Competitive Bidding;Negotiation, Business/Economics, Competitive Bidding,

Contract Management, Contract Management; Controlling; B2B Marketing; Competitive Bidding; Negotiation, Controlling, Germany, Negotiation, Negotiation; Contract Management; Controlling; B2B Marketing; Competitive Bidding; Business Project Management, Non-Fiction, TEXT

- **marka:** Springer
- **kod unspsc:** 55101500
- **kod podmiotu:** BUS001040, BUS041000, BUS001000, BUS043000, BUS101000, 1783, 1784, 1785, 1785, KJS, KJU, KJU, KJMP, KFC, KJS, KJS, KFC, KJU, KJMP, KJS
- **grupa docelowa:** College/University
- **numer części:** 9783662569306
- **kolor:** Yellow
- **waga opakowania przedmiotu:** 0.62 kilograms
- **wydanie:** Softcover reprint of the original 1st ed. 2016
- **zewnętrznie przypisany identyfikator produktu:** 3662569302, 9783662569306, 09783662569306
- **producent:** Springer
- **tytuł serii:** Springer Texts in Business and Economics
- **gatunek muzyczny:** Sales & marketing, Project management, Accounting, Organizational theory & behaviour, BUSINESS & ECONOMICS, Marketing, General, BUSINESS & ECONOMICS, Project Management, BUSINESS & ECONOMICS, Accounting, General, BUSINESS & ECONOMICS, Management, HC, Wirtschaft, Werbung, Marketing, HC, Wirtschaft, Management, HC, Wirtschaft, Betriebswirtschaft, Sales and marketing, Project management, Accounting, Organizational theory and behaviour
- **Data publikacji:** 2018-03-30T00:00:01Z
- **cena katalogowa uvp:** 96.29
- **numer wydania:** 1
- **nazwa przedmiotu:** Business Project Management and Marketing: Mastering Business Markets (Springer Texts in Business and Economics)
- **data premiery:** 2018-03-30T00:00:01Z
- **data uruchomienia strony produktu:** 2018-03-29T23:54:43.622Z

Parametry

Wydanie	softcover reprint of the original 1st ed. 2016
Liczba stron	408
Waga	567 grams