



Careers In Marketing (McGraw-Hill Professional Careers)

Lila Stair, Leslie Stair

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Ideal for college-bound students or anyone thinking about making a career change

Careers in Marketing offers all the information career seekers need to explore and choose a profession and then narrow it down to a job that suits them. The book provides an overview of marketing, outlines job options, and shows how to plan and prepare for a career.

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