

Defining Your Market: Winning Strategies For High-Tech, Industrial, And Service Firms (Haworth Marketing Resources) By Art Weinstein

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Art Weinstein is Professor and Chair of Defining Your Market: Winning Strategies for High-Tech, and Service Firms Haworth Press, 1998 . Market

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Superior Customer Value: Strategies for Art Weinstein is a professor of marketing in the Weinstein has consulted for many high-tech and service firms.

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