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12 titles • Sales & Marketing

Sales & Marketing (12)

S#	TITLE	BINDING	AUTHOR	EDITION	YEAR	ISBN	F.C	PRICE	PAK RS	DISC %	QTY	AMOUNT
1	ALWAYS ON ADVERTISING MARKETING AND MEDIA IN A ERA OF CONSUMER CONTROL (Strategy + Business)	Paperback	CHRISTOPHER VOLLMER		2008	9780071508285	$	17.95	5,646.17	20%	1	4,516.94
2	ZERO TO ONE MILLION HOW I BUILT A COMPANY TO $ 1 MILLION IN SALES AND HOW YOU CAN TOO	Paperback	ALLIS RYAN P.		2008	0071496661	$	16.95	5,331.62	20%	1	4,265.30
3	MARKETING POWER PLAYS How the World's Most Ingenious Marketers Reach the Top of Their Game	Paperback	POWER PLAY		2007	0071475583	$	16.95	5,331.62	20%	1	4,265.30
4	HOW THE BEST BRANDS KEEP IT SIMPLE AND SUCCEED BRAND SIMPLES	Hardcover	A P ADAMSON		2006	1403974055	$	24.95	7,848.02	20%	1	6,278.42
5	INSTANT REPEAT BUSINESS Loyalty Strategies That Keep Customers Coming Back (Instant Success Series)	Paperback	BRADLEY J. SUGARS		2006	0071466665	$	16.95	5,331.62	20%	1	4,265.30
6	LOVE THE CUSTOMER CREATING DELIGHT PREVENTING DISSATSFACTION nd Pleasing Your Hardest-to-Please Customer: The Skills, Competencies, and Knowledge and Pleasing Your Hardest-to-p		DR RICK BRINKMAN		2006	0071448020	$	18.95	5,960.72	20%	1	4,768.58
7	PROMOTION AND INTEGRATED MARKETING COMMUNICATIONS	Hardcover	RICHARD J SEMENIK RICHARD		2002	0324125682	$	19.50	6,133.73	20%	1	4,906.98
8	WHAT MAKES WINNING BRANDS DIFFERENT THE HIDDEN METHOD BEHIND the World's Most Successful Brands	Hardcover	ANDREAS BUCHHOLZ, WOLFRAM WORDEMANN		2001	0471720259	$	29.95	9,420.77	20%	1	7,536.62
9	STRATEGIC BRAND COMMUNICATION CAMPAIGNS	Hardcover	D E SCHULTZ		1999	0844229520	$	59.00	18,558.45	20%	1	14,846.76
10	INTEGRATED MARKETING COMMUNICATIONS:A SYSTEMS APPROACH	Hardcover	M JOSEPH SIRGY		1998	0132056186	$	38.50	12,110.18	20%	1	9,688.14

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11	PUBLIC RELATIONS STRATEGIES AND TACTICS	Hardcover	DENNIS L WILCOX	5/E	1998	9780321015471	$	22.50	7,077.38	20%	1	5,661.90
12	RADIO'S NICHE MARKETING REVOLUTION FUTURE SELL (Broadcasting & Cable)	Paperback	GODFREY HERWEG		1997	0040802020	£	18.95	8,013.95	20%	1	6,411.16

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