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CASE STUDIES



MARKETING THROUGH MINEFIELDS

When No News Is
Good News

Bronwyn Fryer

Are Some
Customers More
Equal than Others?

*Paul F. Nunes and
Brian A. Johnson*

License to Overkill

Paul F. Nunes

The Global Brand
Face-Off

Anand P. Raman

The Quality
Improvement
Customers
Didn't Want

Dawn Iacobucci

Keeping to
the Fairway

Thomas J. Waite

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Marketing Through Minefields



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TRƯỜNG ĐẠI HỌC CÔNG NGHIỆP HÀ NỘI
TRUNG TÂM THÔNG TIN THƯ VIỆN

07 - 07

01920

Harvard Business Press
Boston, Massachusetts

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Printed in the United States of America
12 11 10 09 08 5 4 3 2 1

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ISBN: 978-1-4221-9992-3

Cataloging-in-Publication Data is available for this title.

The paper used in this publication meets the requirements of the American National Standard for Permanence of Paper for Publications and Documents in Libraries and Archives Z39.48-1992.

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